



Business and Economics

MKTG 203 : Strategic Marketing (15 POINTS)

Course Prescription

A comprehensive overview of the central principles and concepts of marketing strategy and management. Highlights the challenges that marketing managers face in planning and implementing effective marketing mix strategies.

Course Overview

MKTG 203 (Strategic Marketing) will build on core marketing concepts taught in Business 101/111 and 102/112/103 and seek to aid and extend students' understanding via interactive lectures, readings, and quizzes. MKTG 203 takes a very broad and "big picture" approach to strategic marketing theories and concepts, ensuring that students are prepared for third year marketing papers. In coming to lectures well-prepared, students will be able to consolidate their understanding from the readings (and other online material) and then further develop their knowledge with comprehensive explanations and additional examples and exercises. A real-world assignment will provide students with the opportunity to apply their knowledge and skills.

Course Requirements

Prerequisite: 15 points from BUSINESS 102, 103, 112, 113, MGMT 101 Restriction: MKTG 201

Capabilities Developed in this Course

- Capability 1: Disciplinary Knowledge and Practice
- Capability 2: Critical Thinking
- Capability 3: Solution Seeking
- Capability 4: Communication and Engagement
- Capability 5: Independence and Integrity
- Capability 6: Social and Environmental Responsibilities

Graduate Profile: [Bachelor of Commerce](#)

Learning Outcomes

By the end of this course, students will be able to:

1. Explain the importance of strategic marketing to business practice. (Capability 1 and 4.2)
2. Analyse the marketing environment and consumer needs. (Capability 1, 2, 3, 4.2 and 6)
3. Describe a range of common marketing strategies and the marketing mix elements (product, pricing, promotion, and distribution). (Capability 1, 3 and 4.2)
4. Develop and design appropriate marketing solutions to address given problems and opportunities; including those relating to current national and international events. (Capability 2, 3, 4.2, 5.2 and 6)
5. Communicate and work effectively in a team. (Capability 3, 4.3 and 5.2)

Assessments

Assessment Type	Percentage	Classification
Test	20%	Individual Test
Project	20%	Group Coursework
Quizzes	10%	Individual Coursework
Final Exam	50%	Individual Examination
4 types	100%	

Assessment Type	Learning Outcome Addressed				
	1	2	3	4	5
Test	✓	✓	✓	✓	
Project	✓	✓		✓	✓
Quizzes	✓		✓	✓	
Final Exam	✓	✓	✓	✓	

Workload Expectations

This course is a standard 15 point course which represents approximately 150 hours of study. Courses at summer school are compressed into half the time of courses in a normal teaching semester and so this equates to about 20 hours of study for each of the six teaching weeks of summer school, with the remaining 10 hours allowing for further study time in preparation for your exam preparation. For this course, you can expect 4 hours of lectures each week. That leaves about another 10 hours on average for reading, watching, and thinking about the content, and 4 hours on average for work on assignments and/or test preparation.

Delivery Mode

Campus Experience

Lectures will be available as recordings.

The course will not include live online events.

Attendance on campus is required for the test and exam (other arrangements for remote students).

The activities for the course are scheduled as a standard weekly timetable.

Learning Resources

- Learning resources to be advised in class and via Canvas.

Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

Other Information

Students must gain 50% of the overall assessment and sit the final exam to pass the course.

Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting their learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html) <https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

Learning Continuity

In the event of an unexpected disruption we undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements

may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.