



CHRISTIAN HERITAGE COLLEGE

BZ353

STRATEGIC MARKETING

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.

Unit code	BZ353	
Unit name	Strategic Marketing	
Associated higher education awards	Associate Degree in Business Bachelor of Business	
Duration	One semester	
Level	Advanced	
Unit Coordinator	Clive Mason	
Core/Elective	Elective - Associate Degree in Business Core - Bachelor of Business (major in Marketing) Elective - Bachelor of Business (other majors)	
Weighting	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business	
Student workload	Face-to-face on-site	External
	Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10	Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
Delivery mode	Face to face on site External Full time Part time	
Prerequisites/ Corequisites/ Restrictions	Prerequisites: BZ100 Introduction to Business and Management BZ103 Introduction to Marketing BZ104 Economics BZ202 Financial Management Restriction: BZ333 Strategic Management and Planning	
Specialist resource requirements	Nil	
Prescribed text(s)	Hooley, G., Piercy, N. F., & Nicoulaud, B. (2012). <i>Marketing strategy and competitive positioning</i> (5 th ed.). Essex, UKUK: Pearson Education Limited.	

<p>Recommended readings</p>	<p>Books</p> <p>Aaker, D. A., & Mills, M. K. (2005). <i>Strategic market management: A Pacific Rim edition</i>. Milton, QLD: John Wiley & Sons Australia.</p> <p>Alsem, K. J. (2007). <i>Strategic marketing: An applied perspective</i>. New York : McGraw-Hill.</p> <p>Hooley, G., Piercy, N. F., & Nicoulaud, B. (2008). <i>Marketing strategy and competitive positioning</i> (4th ed.). Harlow, UK: Prentice Hall.</p> <p>Kotler, P., Brown, L., Deans, K., Burton, S., & Armstrong, G. (2010). <i>Marketing</i> (8th ed.). Frenchs Forest, NSW: Pearson Education Australia.</p> <p>Viljoen, J., & Dann, S. (2003). <i>Strategic management</i> (4th ed.). Sydney, NSW: Prentice Hall.</p> <p>Journals and Periodicals</p> <p><i>The European Journal of Marketing</i></p> <p><i>The European Management Journal</i></p> <p><i>The Journal of Consumer Marketing</i></p> <p><i>Singapore Management Review</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p>Content</p>	<ol style="list-style-type: none"> 1. Marketing review 2. Key strategic models 3. Stakeholders 4. Internal analysis 5. External analysis 6. Strategic objectives 7. Growth strategy:Market development 8. Growth strategy:Product development 9. Gaining a strategic competitive advantage 10. Niche strategy 11. Defensive marketing 12. Developing the marketing plan 13. Implementing the marketing plan
<p>Learning outcomes</p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> 1. Discuss concepts, principles and methods of strategic marketing planning; 2. Integrate technical and theoretical knowledge of marketing to analyse strategic issues and opportunities in organisations; 3. Develop a strategic marketing plan for an organisation; 4. Incorporate a Biblical Christian perspective on ethical, management and planning issues in strategic marketing; 5. Work as a member of a small team to produce a business report; and 6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.

Assessment tasks	Task 1: Business report
	Word Length/Duration: 1000 words
	Weighting: 20%
	Learning Outcomes: 1, 4, 6
	Assessed: Week 4
	Task 2: Mid-semester examination
	Word Length/Duration: 2 hours
	Weighting: 20%
	Learning Outcomes: 1-4
	Assessed: Week 7
	Task 3: Group business report (Strategic Marketing plan)
	Word Length/Duration: 3000 words
Weighting: 60%	
Learning Outcomes: 1-4	
Assessed: Week 13	

SAMPLE