

Course Title: **Market Analyses and Strategy**

Course Code: **MKTG848**

Descriptor Start Date: **28/02/2022**

POINTS: **10.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **MKTG841**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 100**

## PRESCRIPTOR

Provides students with insights into the tools, models and frameworks to analyse competitors, current trends, contextual situations and consumer decision-making processes to develop competitive strategies and how these tools are integrated to inform marketing strategy and tactical marketing plans.

## LEARNING OUTCOMES

1. Examine key principles that drive sound marketing strategies and tactics.
2. Formulate a sound marketing plan for services and B2C enterprises.
3. Find, analyse and evaluate various contextual factors related to creating a sustainable competitive advantage (SCA) through IMC.
4. Critically evaluate current trends to guide effective marketing planning decisions.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

Marketing strategies and tactics in the digital era;  
Key marketing principles that drive success in the 4th Industrial revolution;  
A range of marketing tools, frameworks and models to analyse consumer decision-making, buyer persuasion, customer experience and ultimately customer and supplier loyalty;  
Consumer Trends & Decision-making in B2B Scenarios;  
B2C service dominant logic in Marketing;  
Innovative ways to build marketing leadership and brand equity;  
Digital and Social Marketing;  
Ethics & Sustainable marketing practices.

## LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
In-Class Presentation: 10% (Group) 5% (individual)	15.00	1,2,3
Trend Analysis (Individual)	50.00	1,3,4
Marketing Plan 15% (Group) 20% (Individual)	35.00	2,4

<b>Grade Map</b>	<b>MAP1</b>
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

### Overall requirement/s to pass the course:

“C-“ (50%) grade overall in the course

## LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop’s website: [www.ubs.co.nz](http://www.ubs.co.nz)

**For further information, contact:** Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

**Principal Programme:** AK3717, Master of Business Administration

**Related Programme/s:** AK1019 PgDipBA, AK1020 PgCertBA

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