



MKTG1001

Marketing and Value Creation

Session 1, Online-scheduled-weekday 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer

Lisa Rohanek

lisa.rohanek@mq.edu.au

E4A 209

Thursday 10-12pm

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit focuses on the fundamentals of marketing in any organisation and how to create value for the customer offering.

Students learn how to understand the relationship between the organisation and the customer and how to develop strategies to create value. Students will learn the fundamental skills of marketing by applying these skills through practical workshops on a range of real-world case studies. Students will learn skills on how to present themselves and work in collaboration with others.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Understand fundamentals of marketing, concepts, frameworks and theories.

ULO2: Apply marketing concepts, frameworks and theories to a range of real world scenarios.

ULO3: Use a variety of tools to understand the customer, and create value through marketing efforts.

ULO4: Communicate marketing solutions to a range of scenarios in a collaborative environment.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Practice-based activities	30%	No	Week 4 and Week 7
Oral Presentation	20%	No	Week 11
Group Project	30%	No	Week 13
Active Engagement	20%	No	Weekly

Practice-based activities

Assessment Type [1](#): Poster

Indicative Time on Task [2](#): 25 hours

Due: **Week 4 and Week 7**

Weighting: **30%**

Each task is 500 words in the format of your choice, whether a website, presentation, or infographic. Each task is weighted at 15% and assesses the students ability to apply basic marketing framework knowledge to a real situation.

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Use a variety of tools to understand the customer, and create value through marketing efforts.

Oral Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 15 hours

Due: **Week 11**

Weighting: **20%**

Assessment 2 is an oral presentation where the student will pre record a 5 minute presentation explaining the marketing mix.

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Use a variety of tools to understand the customer, and create value through marketing efforts.

Group Project

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **Week 13**

Weighting: **30%**

Assessment 3 is a group project and requires you to work collaboratively with a group to product a marketing report on an Australian business assigned to you. This report is 1500 words and produced by 4-5 students. The report is worked on during weekly workshops to ensure each student works in a collaborative environment.

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Use a variety of tools to understand the customer, and create value through marketing efforts.

Active Engagement

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Weekly**

Weighting: **20%**

Weekly workshop participation is expected throughout the session. Students are expected to attend all workshops and participate in activities. Student performance in these activities will be assessed.

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Apply marketing concepts, frameworks and theories to a range of real world scenarios.
- Use a variety of tools to understand the customer, and create value through marketing efforts.
- Communicate marketing solutions to a range of scenarios in a collaborative environment.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

This unit is delivered by active learning workshops. On-campus, live lectures will run on key dates, with additional lecture material being available for viewing online. There are weekly active learning workshops that form part of your active participation. These workshops are designed to involve you and let you learn while doing.

Further details can be found on iLearn.

Unit Schedule

Week	Date	Topic	Task
1	19 Feb	Marketing and Value Creation	
2	26 Feb	Segmentation and Target marketing	
3	4 Mar	Differentiation and positioning	
4	11 Mar	Consumer Behaviour	(Ass 1) Portfolio 1

5	18 Mar	Big Data and Customer Insights	
6	25 Mar	Product and Service Delivery	
7	1 Apr	Pricing and Value Proposition	(Ass 1) Portfolio 2
8	8 Apr	Distribution channels and supply chain	
		RECESS (Two weeks)	
9	29 Apr	Integrated marketing communications	
10	6 May	Digital and Social media marketing	
11	13 May	Experiential marketing and customer relationship	(Ass 3) Oral Presentation
12	20 May	Marketing Ethics and CSR	
13	27 May	The Future of Marketing	(Ass 2) Final Report

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study

- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Unit information based on version 2024.04 of the [Handbook](#)