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Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
General Information

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Unit Convenor
Dr Leanne Carter
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Hume Winzar
hume.winzar@mq.edu.au

Credit points
3

Prerequisites
MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213

Corequisites
MKTG303

Co-badged status
Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
2. Understand the firm’s relation to its business environment of customers, competitors, collaborators, and other external forces
3. Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
4. Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
5. Enhance awareness of marketing’s contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentations Skills</td>
<td>20%</td>
<td>Weeks 9</td>
</tr>
<tr>
<td>Individual Progress Report</td>
<td>20%</td>
<td>Week 10</td>
</tr>
</tbody>
</table>

http://unitguides.mq.edu.au/unit_offerings/58486/unit_guide/print
## Presentations Skills

**Due:** **Weeks 9**  
**Weighting:** **20%**

Students will produce a 3 minute multimedia production (e.g. video/short film/animations, audio, still images, etc).

Please use the instructions in the development of your video-media file which is available in the course assignment guidelines.

The multimedia production comprises of a 3 minute presentation by yourself covering the following topics:

- Identify yourself: Name, Degree and major – explain favourite subjects and/or areas of expertise;
- Identify 3 major personal strengths you offer a potential employer;
- Your philosophy on ethics in marketing and corporate social responsibility;
- How you would apply this in your future career.

As you develop the script and content, think about it as a potential file you can upload to your LinkedIn Account. It is your marketing moment.

Complete details of the Reflective Journal are available in the course assignment guidelines. It is to be uploaded to iLearn by Friday 13th May at 11.00pm.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.
Individual Progress Report
Due: **Week 10**
Weighting: **20%**

Each member of the group will be allocated a phase of the Marketing Group Project and will provide a progress report on that particular phase. The assignment acts as a progress report of the final project to demonstrate understanding of the relevant Phase of the Group Marketing Project and as such feedback will be provided by lecturers.

The individual progress report is due in Week 10, with a hard copy to be submitted to your lecturer in your seminar in Week 10, as well as a soft copy uploaded via iLearn Turnitin Assignments by 11.00pm the same day (note that your marked copy will be the hard copy so any subsequent changes to the version you submit in the tutorial will not be considered).

For complete details of each phase, please see full description in ‘Final Written Report’ section that will be loaded on iLearn.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

**Extension/ Late Submission:** Extensions will only be granted in exceptional circumstances with prior approval from Unit Convenor Leanne Carter, and on submission of a Disruption to Studies application.

This Assessment Task relates to the following Learning Outcomes:
- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing’s contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Reflective Journal
Due: **Weeks 9 and 13**
Weighting: **15%**
As part of evaluating the participative process, an individual reflective journal is due for submission after the group presentation and final group report has been submitted. The Reflective Journal is based on an evaluation of the student's personal evaluation and perception of their attributes and capabilities. This perception should draw on prior experiences, including university or other studies, paid employment or volunteer work, and from sport, hobbies and other interests.

A self-assessment exercise that is integral to the completion of this assessment is due for submission to your Lecturer via email in week 9 by 5pm Friday. The pre-industry engagement self assessment exercise, being purely subjective is not graded, nor will it be shared with others in the class. Based on that self assessment students then complete a post-activity audit of graduate capabilities and a 2,000 word reflective journal report. The self-assessment post-industry engagement activity audit will not be marked, but will act as support for findings in the final report.

The final report provides analysis and reflections about the process of self-assessment that students have undertaken and analyse the evidence gathered.

- The Reflective Journal is due in Week 13, with a hard copy to be submitted in your final Seminar to your Lecturer, Thursday 9th June, as well as a soft copy uploaded via iLearn Turnitin Assignments by midnight the same day (note that your marked copy will be the hard copy so any subsequent changes to the version you submit in the tutorial will not be considered).

- Complete details of the Reflective Journal are available in the course assignment guidelines.

- No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.

- Enhance awareness of marketing’s contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

**Group Marketing Project**

Due: **Week 12**

Weighting: **45%**

**Overall Requirements:**

Students are required to complete a recommended marketing strategy of the Client Partner focusing on a particular marketing issue related to the organisation. Current concepts such as
Blue Ocean strategy will be used to formulate a strategic marketing solution for the client partner's posed issues, supported by other relevant marketing concepts and analytical tools.

The analysis must demonstrate

(a) group understanding of the issues that are facing the industry with respect to growth and competition; and

(b) a willingness to explore variant strategies as developed in your overall marketing studies thus far; and (c) to be aware of the ethical and social responsibility issues in the industry; and (d) at all times to develop strategy within that industry using the application of the relevant frameworks discussed in lectures.

*Note:* Students will be required to complete a confidential assessment of their own contribution as well as the contribution of other members of the group to the report and presentation - a peer assessment.

**Final Group Marketing Report (30%)**

The final Group Marketing Report is due in week 12, with a hard copy to be submitted in your Lecturer in your seminar Week 12, as well as a soft copy uploaded via iLearn Turnitin Assignments by 11.00pm the same day (note that your marked copy will be the hard copy so any subsequent changes to the version you submit in the tutorial will not be considered).

A “Student Evaluation of Member Participation” to be submitted with the hard copy of the Final Group Marketing Report. Complete details of the Final Group Marketing Report are available in the course assignment guidelines as will be issued on iLearn.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted. As a group report it is unlikely that any circumstances would justify that the group would be unable to submit on time, so an extension is unlikely to be granted. Late submissions will be penalised 20% (6 marks) for each 24-hour period late. Submissions made 72 hours or later after the submission deadline will receive a zero mark.

**Oral Presentation (15%)**

The oral presentation must demonstrate

(a) group understanding of the predominant issues in the industry and

(b) the potential to develop a suitable series of strategies solve the challenges of the Client Partner.

• Each student will be marked on his/her individual presentation as part of the overall Marketing Group Project presentation. An individual mark will be allocated, not a total group mark.
A soft copy of the entire group presentation is to be emailed to the tutor before the presentation is due and a hard copy provided to the tutor on the day of the presentation. Complete details of the Final Group Oral Presentation are available in the course assignment guidelines.

As this is a group report it is highly unlikely that any circumstances would justify an extension. Individual absence from the presentation will incur a mark of zero for this part of the assignment, unless there are exceptional individual circumstances or prior arrangement.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm’s relation to its business environment of customers, competitors, collaborators, and other external forces
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing’s contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

**Delivery and Resources**

The unit is comprised of:

- 12 x 3 hour seminars in weeks 8 to 13.

Note in weeks 10 to 11 there will be time allowed for consultations and group work on your projects.

- Students are required to form groups in Week 8 of session. It is therefore important that, once students are enrolled in a seminar, students should remain in that particular seminar, as changing would be disruptive to fellow students. It also means you MUST be in attendance at week 8 seminar.
- Students are expected to arrive on time, and not leave until the class ends.
- Mobile phone must be turned OFF and not simply set to ‘silent’.
- Students who disturb or are disruptive in seminars will be asked to leave.

The timetable for classes can be found on the University web site at:

http://www.timetables.mq.edu.au/
Group Work

Group work is an inherent requirement for completing this unit satisfactorily.

Prizes

Prizes for this unit MKTG304: [http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

Prizes for all PACE Subjects


This PACE Prize is awarded at the completion of the academic year for all students enrolled in PACE subjects across the whole university.

Required and Recommended Texts And/or Materials

No prescribed text. For this subject, relevant academic journal article readings will be provided on the subject iLearn site.

It will be assumed that students will have read the articles assigned each week prior to attending lectures and tutorials. These articles covers the theoretical material and provide numerous practical examples that are essential to successfully completing this unit.

Students will need access to a computer for both research and preparation of assessment submissions and to communicate with tutors and other group members throughout the semester. Video capability is not required.

Technology Used: Unit web page

Please note the unit’s logon iLearn address is: [http://ilearn.mq.edu.au](http://ilearn.mq.edu.au)

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student’s responsibility to regularly check iLearn.

The seminars in this unit will be recorded using iLearn. However, during weeks of industry presentations by senior managers, this may be difficult to record. Your presence at these lectures is compulsory. Attendance will be recorded. If you cannot attend, you will need to complete the usual Disruption to Studies application and have appropriate certification. Non-attendance at industry presentations may result in a fail grade for the overall unit. You will not be able to undertake the group project without attending and engaging with industry partners.

Unit Schedule

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Seminar Topic</th>
<th>Activities and Assessments</th>
</tr>
</thead>
</table>

[Unit guide MKTG304 Marketing Project](http://unitguides.mq.edu.au/unit_offerings/58486/unit_guide/print)
### Week 8
**Week commencing 2nd May**

**Introduction to Marketing Project, and Assessments.**

1. Revision of Creating Blue Oceans
2. Overview of analytical Tools and Frameworks
3. Discussion on Group Dynamics
4. Overview of assessment, seminars and consultations.
5. Overview of business/marketing ethics and social responsibility.

**Form Groups**

It is assumed that you have completed MKT303 and are familiar with Blue Ocean Strategy.

### Week 9
**Week commencing 9th May**

**Industry Partner Presentations**

*Extremely informative and interesting seminars that are not to be missed.*

**ALL STUDENTS ARE TO ATTEND EVENING CLASSES TUESDAY 10TH MAY AND THURSDAY 12TH MAY BETWEEN 6PM AND 9 PM EACH EVENING VENUE TO BE ADVISED.*

Regular Monday and Friday seminars will not run this week. ALL students will be in one large lecture theatre to engage with industry partners. Attendance is compulsory and will be very informative. Opportunities for input into your projects and potential networking.

**INDIVIDUAL PRESENTATION SKILLS MULTIMEDIA FILE DUE FRIDAY 13TH MAY AT 11.00PM uploaded to iLearn.**
<table>
<thead>
<tr>
<th>Week</th>
<th>Consultations</th>
<th>Group Work</th>
<th>On-Line Q&amp;A with Industry Partners (specific dates and times to be advised)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
<td>Submit INDIVIDUAL PROGRESS REPORT Due. A hard copy to be submitted to your lecturer in your seminar in Week 10, as well as a soft copy uploaded via iLearn Turnitin Assignments by 11.00pm the same day.</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Group Presentations</td>
<td></td>
<td>Submit Final GROUP MARKETING REPORT AND PRESENTATIONS. A hard copy to be submitted to your Lecturer in your seminar Week 12, as well as a soft copy uploaded via iLearn Turnitin Assignments by 11.00pm the same day. Group Presentations are to be no more than 15 minutes with 5 minutes additional for Q&amp;A</td>
</tr>
<tr>
<td>13</td>
<td>Grand Final Industry Partner Presentations&lt;br&gt;Debriefing with Industry Partners and Networking</td>
<td></td>
<td>Groups who made it to the grand final presentations will present to industry partners and student cohort as well as invited Academics. ALL STUDENTS ARE TO ATTEND EVENING CLASSES TUESDAY 7TH JUNE AND THURSDAY 9TH JUNE BETWEEN 6PM AND 9 PM EACH EVENING VENUE TO BE ADVISED. REFLECTIVE JOURNALS (2,000 words) to be submitted to your Lecturer in final Seminar, Thursday 9th June and uploaded to iLearn Turnitin by 11.00pm that evening.</td>
</tr>
</tbody>
</table>
**Learning and Teaching Activities**

**Industry Engagement**

The unit is designed to be an exercise in applied learning, where there are several opportunities to engage with senior industry executive as you work through your project. These lectures and industry engagement opportunities are COMPULSORY ATTENDANCE. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group’s effort.

**Project Team Work**

Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner. This is a team project and your success with stem from commitment to your team.

**Policies and Procedures**

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

**Student Code of Conduct**

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student_conduct/](https://students.mq.edu.au/support/student_conduct/)

**Results**

Results shown in iLearn, 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 Support
Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills
Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Enquiry Service
For all student enquiries, visit Student Connect at ask.mq.edu.au

Equity Support
Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

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.

Graduate Capabilities
Problem Solving and Research Capability
Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
• Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
• Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others

**Assessment tasks**

• Presentations Skills
• Individual Progress Report
• Reflective Journal
• Group Marketing Project

**Learning and teaching activities**

• Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner. This is a team project and your success with stem from commitment to your team.

**Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

**Learning outcome**

• Understand the firm’s relation to its business environment of customers, competitors, collaborators, and other external forces

**Assessment tasks**

• Presentations Skills
• Group Marketing Project

**Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation’s historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.
This graduate capability is supported by:

**Learning outcomes**

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm’s relation to its business environment of customers, competitors, collaborators, and other external forces.
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.
- Enhance awareness of marketing’s contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.

**Assessment tasks**

- Individual Progress Report
- Reflective Journal
- Group Marketing Project

**Learning and teaching activities**

- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner. This is a team project and your success with stem from commitment to your team.

**Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

**Learning outcomes**

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm’s relation to its business environment of customers, competitors, collaborators, and other external forces.
• Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
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• Enhance awareness of marketing’s contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Assessment tasks
• Presentations Skills
• Individual Progress Report
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Learning and teaching activities
• The unit is designed to be an exercise in applied learning, where there are several opportunities to engage with senior industry executive as you work through your project. These lectures and industry engagement opportunities are COMPULSORY ATTENDANCE. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group’s effort
• Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner. This is a team project and your success with stem from commitment to your team.

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes
• Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
• Understand the firm’s relation to its business environment of customers, competitors, collaborators, and other external forces
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• Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner. This is a team project and your success with stem from commitment to your team.

**Changes from Previous Offering**

There has been a change in the offering for this unit to a compressed mode. In addition, students are being asked to apply technology skills to their presentation skills reflecting current industry trends.

**Research and Practice**

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn.

In particular, this unit draws on cutting-edge research, integrated with extensive industry experience, by Department of Marketing and Management faculty members:

• Mr Stephen Erichsen
• Dr Leanne Carter
• Dr David Gray
• Dr Cynthia Webster
Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/03/2016</td>
<td>No changes Just to add the moderator Associate Professor Hume Winzar</td>
</tr>
</tbody>
</table>

- Dr Chris Baumann