



# MKTG304

## Marketing Project

S2 Day 2017

*Dept of Marketing and Management*

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## **General Information**

Unit convenor and teaching staff

Lecturer in Charge

Mr Stephen Erichsen

[stephen.erichsen@mq.edu.au](mailto:stephen.erichsen@mq.edu.au)

Contact via Email

After class or at other times by appointment

Lecturer

Mr Wayne Kingston

[wayne.kingston@mq.edu.au](mailto:wayne.kingston@mq.edu.au)

Contact via Email

After class or at other times by appointment

Moderator

Dr Leanne Carter

[leanne.carter@mq.edu.au](mailto:leanne.carter@mq.edu.au)

Contact via Email

Lecturer

Ms Teresa Corsalini

[teresa.corsalini@mq.edu.au](mailto:teresa.corsalini@mq.edu.au)

Contact via Email

After class or at other times by appointment

Lecturer

Mr Lawrence Potter

[lawrence.potter@mq.edu.au](mailto:lawrence.potter@mq.edu.au)

Contact via Email

After class or at other times by appointment

Lecturer

Stephen Burke

[stephen.burke@mq.edu.au](mailto:stephen.burke@mq.edu.au)

Contact via Email

After class or at other times by appointment

Lecturer

John Edwards

[john.edwards@mq.edu.au](mailto:john.edwards@mq.edu.au)

Contact via Email

After class or at other times by appointment

Rebecca Young

[rebecca.young@mq.edu.au](mailto:rebecca.young@mq.edu.au)

Credit points

3

Prerequisites

(39cp at 100 level or above) including MKTG202 and MKTG203

Corequisites

MKTG303

Co-badged status

Unit description

This unit integrates the materials that are covered in first and second year marketing units. Its objectives are to investigate what kinds of factors influence the competitive positioning of an industry and the firms within it to achieve an ethical, socially responsible, and sustainable competitive advantage. The unit explores how a variety of marketing frameworks can be applied to develop a strategic marketing solution for the client partner's business issues. The subject will consider key issues, concepts and frameworks of marketing and how these can be applied to policy and practice. The class is conducted through lectures, workshops and discussions where students are taught to write a research paper around the Client Partners specified marketing problem. Throughout the unit, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis for business recommendations back to the Client Partner. The unit is delivered in intensive mode, of two three-hour seminars each week for the last six weeks of the session.

## 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:

Design appropriate and well-considered solutions to contextualised marketing strategy problems.

Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.

Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.

Produce and deliver persuasive analysis of marketing strategies and reflection on ethical

responses in future marketing contexts for oneself and others.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Presentations Skills</u>	20%	No	Week 9
<u>Individual Phase Report</u>	20%	No	Week 10
<u>Reflective Journal</u>	20%	No	Week 13
<u>Group Marketing Project</u>	40%	No	Week 13

### Presentations Skills

Due: **Week 9**

Weighting: **20%**

Students will produce a 4 - 5 minute multimedia production (e.g. can include any or all of 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 4 - 5 minute presentation by yourself covering the following topics:

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

It is to be uploaded to iLearn by Friday 13th October at 11.00pm.

Extensions:

Extensions will only be granted in exceptional circumstances with prior approval from the Unit Convenor and on submission of a Disruption to Studies application. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

On successful completion you will be able to:

- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

### Individual Phase Report

Due: **Week 10**

Weighting: **20%**

Each member of the group will be allocated an individual phase of the Marketing Group Project and will provide a progress report. The assignment acts as a progress report of the final project to demonstrate understanding of the relevant information that will contribute to the overall Group Marketing Project, and as such, feedback will be provided by lecturers.

The Individual Phase 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.

Extensions:

Extensions will only be granted in exceptional circumstances with prior approval from the Unit Convenor and on submission of a Disruption to Studies application. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

On successful completion you will be able to:

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.

## Reflective Journal

Due: **Week 13**

Weighting: **20%**

As part of evaluating the participative process, an individual reflective journal is required to be maintained throughout the course, due for submission after the group presentation and final group report has been submitted.

For many aspects of life, accurate self-assessment is an important and valuable skill. This applies to your own personal and professional development, where self-assessment is often needed to diagnose where you might need additional assistance or training. In this reflection, we are focusing on teamwork as practiced, experienced and observed during the marketing project.

The Reflective Journal is due in Week 13, with a hard copy to be submitted to BESS by 4pm on Friday 10th November 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 to Turnitin will not be considered).

- Complete details of the Reflective Journal will be made available in the course assignment guidelines.

Extensions:

Extensions will only be granted in exceptional circumstances with prior approval from the Unit

Convenor and on submission of a Disruption to Studies application. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

On successful completion you will be able to:

- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.

## Group Marketing Project

Due: **Week 13**

Weighting: **40%**

### **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 Ansoff, Porter, and 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 seminars, and indeed throughout your entire marketing major.

*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 (20%)***

The final Group Marketing Report is due in week 13, with a hard copy to be submitted in your Lecturer in your seminar Week 13, 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 Complete details of the Final Group Marketing Report are available in the course assignment

guidelines as will be issued on iLearn.

Extensions:

Extensions will only be granted in exceptional circumstances with prior approval from the Unit Convenor and on submission of a Disruption to Studies application. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

### ***Oral Presentation (INDIVIDUAL MARK) (20%)***

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.

Extensions/Late Submissions: Individual absence from the presentation will incur a mark of zero for this part of the assignment, unless there are exceptional circumstances that have been approved through a disruption to study.

On successful completion you will be able to:

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## **Delivery and Resources**

The unit is delivered in "Intensive" mode and is comprised of:

- 12 x 3 hour seminars in weeks 8 to 13. There are two sessions each week.



Note in weeks 10 to 12 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.
- **The client presentation will be held in Week 9 - attendance is mandatory!**
- It may not be in your allocated class time for this unit, as it is subject to the availability of our client presenters. Day & time will be advised by notice on iLearn as soon as is possible.
- 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

Prof. Judyth Sachs Participation Prizes: [http://students.mq.edu.au/opportunities/participation\\_and\\_community\\_engagement/grants\\_prizes/](http://students.mq.edu.au/opportunities/participation_and_community_engagement/grants_prizes/)

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**

### Required and Recommended Texts And/or Materials

#### *Required Text*

Kim, W.C. and Mauborgne, R., 2014. Blue Ocean Strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard Business Review Press.

#### *Other Readings you may find helpful with your project*

Elliott, G., Rundle-Thiele, S. & Waller, D., 2010. Marketing, 3/E. John Wiley & Sons, Australia.

Kerin, R.A. & Peterson, R.A., 2012. Strategic Marketing Problems: Cases and Comments,

International Edition, 13/E. Pearson Education USA.

Levitt, T., 1960. Marketing myopia. Harvard business review, 38(4), pp.24-47.

Ling, P., D'Alessandro, S. & Winzar, H., 2015. Consumer Behaviour in Action. Oxford University. Press Australia and New Zealand.

Porter, M.E., 2008. The five competitive forces that shape strategy. Harvard business review, 86(1), pp.25-40.

Porter, M.E., 1986. Competition in global industries: A conceptual framework. Competition in global industries, 15, p.60.

Webster, F.E., 1988. The rediscovery of the marketing concept. Business horizons, 31(3), pp.29-39.

Zikmund, Ward, Winzar, Lowe & Babin (2011) Marketing Research: 2nd Asia-Pacific Edition, Cengage.

### Technology Used: Unit web page

Please note the unit's logon iLearn address is: <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 not be recorded using iLearn. However, during weeks of industry presentations by senior managers, these will not be recorded due to commercial in confidence information. 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

Week	Seminar Topic	Activities and Assessments
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Week 8 commencing 3rd October	<p>Introduction to Marketing Project, and Assessments.</p> <p>1.Revision of Creating Blue Oceans</p> <p>2.Overview of analytical Tools and Frameworks</p> <p>3.Group Dynamics</p> <p>4.Overview of assessment, seminars and consultations.</p> <p>5. Overview of business/ marketing ethics and social responsibility.</p>	<p>Form Groups</p> <p>It is assumed that you have completed MKT303 and are familiar with Blue Ocean Strategy.</p>
Week 9 commencing 9th October	<p>Industry Partner Presentation</p> <p><b><i>Critically informative seminar - mandatory attendance.</i></b></p>	<p>ALL STUDENTS ARE TO ATTEND THE CLIENT BRIEFING - <i>VENUE TO BE ADVISED.</i></p> <p>Regular Monday, Tuesday, Wednesday, Thursday &amp; Friday seminars will not run this week. ALL students will be in one large lecture theatre to engage with our industry partners. Attendance is compulsory and will be very informative. Opportunities for input into your projects and potential networking.</p> <p>INDIVIDUAL PRESENTATION SKILLS MULTIMEDIA FILE DUE FRIDAY 13<sup>TH</sup> October at 11.00PM uploaded to iLearn.</p>
Week 10 commencing 16th October	<p>Blue Ocean vs Red Ocean</p> <p>Consultations</p> <p>Group Work</p>	<p>Q&amp;A with Industry Partners will be via Lecturer</p> <p><b>INDIVIDUAL PHASE REPORT Due.</b> 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.</p>
Week 11 commencing 23rd October	<p>Consultations</p> <p>Group Work</p>	<p>Q&amp;A with Industry Partners will be via Lecturer</p>
Week 12 commencing 30 <sup>th</sup> October	<p>Presentation Skills</p>	<p>Submit a hard copy 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.</p> <p>Group Presentations are to be no more than 15 minutes with 5 minutes additional for Q&amp;A</p>
Week 13 commencing 6th November	<p>Grand Final Industry Partner Presentations</p> <p>Debriefing with Industry Partners and Networking</p>	<p>Submit <b>Final GROUP MARKETING REPORT AND PRESENTATIONS</b> in class.</p> <p><b>REFLECTIVE JOURNALS</b> to be submitted to BESS by 4.00pm Friday 10<sup>th</sup> November and uploaded to iLearn Turnitin by 11.00pm that evening.</p>

## 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:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html)

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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 email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

## 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](http://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 Services and 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.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/](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

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

#### Learning outcome

- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.

#### Assessment task

- Group Marketing Project

### 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

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical

responses in future marketing contexts for oneself and others.

## **Assessment tasks**

- Presentations Skills
- Individual Phase Report
- Reflective Journal

## **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**

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## **Assessment task**

- Group Marketing Project

## **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**

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential

solution/s.

- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## **Assessment tasks**

- Individual Phase Report
- Group Marketing Project

## **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 outcomes**

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## **Assessment tasks**

- Presentations Skills
- Individual Phase Report
- Reflective Journal
- 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

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Assessment tasks

- Presentations Skills
- Group Marketing Project

## Research & Practice, Global Contexts & Sustainability

This unit is a PACE unit and as such you will be dealing with a Corporate Partner that is engaging you in a search for a future solution to a component of their business. As such, the need for the most recently researched information on the industry involved, the players and the impacts of global changes of context is critical. It is also essential that the areas of corporate ethics and sustainability are woven into the final report for our Partner.

Additional research from members of our Macquarie staff highlights some modern views on the subject:

Chavan, M. & **Carter, L.** (2017) First year management student's- expectations and perceptions, *International Journal of Educational Management*, (in press)

Chavan, M., **Carter, L.** & Toderella, E. (2017) The value of experiential & action learning in business ethics education –Co-creation and Social benefits for students, *Management Learning: Special Issue on Critical Action Learning* (in press) (Quality B)

**Carter, L.**, Ruskin, J. & Cassilles, A. (2016). Three Modes of Work Integrated Learning: Stories of Success, in Wood, L.N. & Breyer, Y.A (Editors) *Success in Higher Education: transition to, within and from university*, Springer, Singapore, Part III, 203-215.

Mackaway, J., **Carter, L.**, Winchester-Seeto, T. & Whiteford, G. (2016), Inclusive PACE: an experience for all students, in Sachs, J & Clark, L. (Editors), *Learning Through Community Engagement: vision and practice in higher education*. Edited by Sachs, J & Clark, L., Springer,



Singapore, Chapter 13, 199-214.