



# MKTG820

## Marketing Theory

S2 Evening 2019

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Riza Casidy

[riza.casidy@mq.edu.au](mailto:riza.casidy@mq.edu.au)

Contact via 02 9850 8559

3 Management Drive, Room 158C

Tuesdays 5-6 PM

Credit points

4

Prerequisites

Admission to MMktg

Corequisites

Co-badged status

Unit description

In order to compete effectively in increasingly dynamic markets, firms must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals. This cognition is enhanced when they can effectively apply marketing theories to solve marketing problems. Marketing theories explain how and why value is created and offered to consumers and captured by the firm. Through appropriate identification and utilization of marketing theory, firms can deal with challenges from consumers as well as markets that may simply go beyond the traditional boundaries that are thought to operate. In this unit, students will develop knowledge of differing perspectives and schools of thought about marketing theory, and contemporary debates on marketing theory and practice. Students will learn different insights into the foundations and evolution of marketing, and the effectiveness of applying differing perspective and school of thought about marketing theory in specific contexts.

## 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:

Evaluate and critically assess diverse marketing theories.

Critically analyse the foundation and evolution of marketing and marketing theories

Compare diverse marketing theories and identify differences and similarities  
Apply different marketing theory in specific contexts to solve marketing problem

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Critical Analysis</u>	40%	No	Week 6
<u>Class Participation</u>	20%	No	Week 2-12
<u>Case Study</u>	40%	No	Week 13

### Critical Analysis

Due: **Week 6**

Weighting: **40%**

The assessment involves an essay to evaluate your ability to define, explain, compare, or analyse the marketing theories and concepts that you study from week 1-5. You are to select **one** marketing theory / concept from your seminar material, prescribed/recommended readings, or any teaching materials provided to you.

Type of Collaboration Individual Submission Please submit via Turnitin Link on iLearn Format  
Please refer to the ILearn unit page Length 3000 Words

On successful completion you will be able to:

- Evaluate and critically assess diverse marketing theories.
- Critically analyse the foundation and evolution of marketing and marketing theories
- Compare diverse marketing theories and identify differences and similarities

### Class Participation

Due: **Week 2-12**

Weighting: **20%**

Students participation will be assessed throughout the semester according to the level of genuine contribution both face-to- face (in seminar) and online (iLearn):

Type of Collaboration Individual Submission In-Class and iLearn Format Please refer to the ILearn unit page

On successful completion you will be able to:

- Evaluate and critically assess diverse marketing theories.
- Critically analyse the foundation and evolution of marketing and marketing theories
- Compare diverse marketing theories and identify differences and similarities

- Apply different marketing theory in specific contexts to solve marketing problem

## Case Study

Due: **Week 13**

Weighting: **40%**

The assessment requires you to demonstrate an ability to apply marketing theories/concepts you learned throughout the unit to solve marketing problems. You will be given a case study in Week 12 with specific issues/challenges faced by a real organisation. You are then to select **two** relevant marketing theories / concepts from your seminar material, prescribed/recommended readings, or any teaching materials provided to you.

Type of Collaboration Individual Submission Please submit via Turnitin Link on iLearn Format Please refer to the ILearn unit page Length 3000 Words

On successful completion you will be able to:

- Evaluate and critically assess diverse marketing theories.
- Apply different marketing theory in specific contexts to solve marketing problem

## Delivery and Resources

### Delivery of unit material

Students are required to read the prescribed materials before coming to the seminar as seminar activities are developed based on the prescribed materials. It is expected that students will allocate enough time toward their participation in this unit.

### Unit resources:

#### *Prescribed readings*

Prescribed readings for each seminar session will be provided on iLearn

#### *Useful Journals*

- Marketing Theory
- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Consumer Research
- Journal of Marketing Theory and Practice
- Academy of Marketing Science Review
- Marketing Letters

## Technology used and required

Students are required to learn how to use word processing and learning management systems (a link to iLearn is [here](#))

## Satisfactory completion of unit

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

## Unit Schedule

Please refer to the Unit Schedule page on iLearn

## Learning and Teaching Activities

### Unit Participation

Throughout the semester, marketing theories and concepts will be discussed, and all students are encouraged to contribute to class discussions. Links are established during class discussion between theory and both personal experience and industry practice in an international setting. This allows for the perspectives of students from different cultural backgrounds. Youtube, and a variety of other audio-visual materials are used to stimulate discussion and provide dramatic, real-life examples of how marketing theories are applied in local and global contexts.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

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

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Evaluate and critically assess diverse marketing theories.
- Critically analyse the foundation and evolution of marketing and marketing theories
- Compare diverse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

#### Assessment tasks

- Critical Analysis
- Class Participation
- Case Study

### PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

#### Learning outcomes

- Evaluate and critically assess diverse marketing theories.
- Critically analyse the foundation and evolution of marketing and marketing theories
- Compare diverse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

#### Assessment tasks

- Critical Analysis
- Case Study

### PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create

new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

### **Learning outcomes**

- Critically analyse the foundation and evolution of marketing and marketing theories
- Compare diverse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

### **Assessment tasks**

- Critical Analysis
- Case Study

## **PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

### **Learning outcome**

- Apply different marketing theory in specific contexts to solve marketing problem

### **Assessment task**

- Class Participation

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

### **Learning outcome**

- Apply different marketing theory in specific contexts to solve marketing problem

### **Assessment task**

- Class Participation