MKTG6096

Introduction to Marketing Management

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff
Unit Convenor / Lecturer
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Contact via Email or iLearn
Room 138, 3 Management Drive
Thursday 11am to 12noon

Oliver Manlutac
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Credit points
10

Prerequisites
Admission to MCom or MBioBus or MIntBus

Corequisites

Co-badged status

Unit description
Marketing is the coordinated and integrated efforts of an organisation to satisfy relevant customer needs and achieve organisational goals. It involves a systematic process whereby opportunities are identified and strategic steps are implemented. New techniques, tools and technologies are constantly being adopted by marketers, leading to a new marketing environment that demands greater efficiency and effectiveness to market products, services and brands. This unit develops students' knowledge of marketing concepts and frameworks. Students will develop skills to apply marketing concepts to address marketing issues. Students will also practise producing a marketing plan in collaboration with peers.

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: Explain the concepts and principles which underpin the discipline of marketing.

ULO2: Analyse and apply marketing concepts in dealing with practical marketing issues.

ULO3: Produce a marketing plan in collaboration with peers.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

TEACHING AND LEARNING STRATEGY

From Year 2020, the unit is delivered in a combination of weekly seminars/lectures (1.5 hours) and workshops (1.5 hours). Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops.

Students need to read in advance of seminar sessions, complete preparatory work including weekly online quizzes, be prepared to work in small groups and discuss the materials assigned each week.

The seminar/lecture notes will be posted on iLearn at https://ilearn.mq.edu.au on a weekly basis. Students will need to complete the weekly online quizzes before they can access the seminar materials.The recording (video or audio) of lectures/seminars is not permitted.

CLASSES

- There are 3 hours of face-to-face classes each week.
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- **To complete this unit satisfactorily,** students must attend at least 80% of the scheduled classes. Attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.

SATISFACTORY COMPLETION OF UNIT

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

TECHNOLOGY USED & REQUIRED

- The course will make use of iLearn and email for communication with the teaching staff and between students.
- Students will need access to a reliable Internet service to complete this unit.
- Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.
- Software required: E.g., Word processing, PowerPoint, video/media player, Acrobar Reader.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Text (This text is now available in print and interactive e-text)

Marketing, 4th Edition

Greg Elliott, Sharyn Rundle-Thiele, David Waller, Sandra Smith, Liz Eades, Ingo Bentrott

ISBN: 9780730363248, 9780730362999

Brisbane: John Wiley & Sons.

http://www.wileydirect.com.au/buy/marketing-4th-edition/

More information will be available via iLearn.

Additional recommended textbooks:

Grewal, D., Levy, M. (2015), Marketing (Forth Edition), New York, McGraw-Hill Education.

Students should also consult the wide range of industry reports and marketing journals such as the following (via the Macquarie University library):

- Passport (Euromonitor International)
- McKinsey and Company
- Forbes
- Wall Street Journal
- CNN Money
- Journal of Marketing
- Journal of Marketing Management
- Journals of Consumer Research
- Journal of Marketing Research
- Harvard Business Review
- European Journal of Marketing
- International Journal of Research in Marketing
- Business Horizons
- Journal of Brand Management
- Journal of Advertising Research
- Journal of Retailing
- Australasian Marketing Journal
- Australian Marketing Researcher
- International Marketing Review
- The Economist
- Business Review Weekly

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult iLearn for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.m

q.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.)*

Students seeking more policy resources can visit the 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 (https://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 or if you are a Global MBA student contact 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) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise

- 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

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

If you are a Global MBA student contact 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/.

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.

Changes from Previous Offering

Major changes from previous offering include:

1. From Year 2020, the unit is delivered in a combination of weekly seminars/lectures (1.5 hours) and workshops (1.5 hours).
2. Assessment scheme has also been revised to include preparatory work, workshops activities, and a critical analysis report.