



# MKTG2008

## Marketing Management

Session 1, Weekday attendance, North Ryde 2020

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit convener and lecturer

Shahin Sharifi

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Contact via Email

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Tuesdays 11:00-12:00

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Credit points

10

Prerequisites

MKTG1001 or MKTG101

Corequisites

Co-badged status

Unit description

In competitive business environments, developing and managing superior value offerings for customers is vital. Managing the marketing offering of a firm is central to market success. To that end, practitioners need to own a set of skills and be able to utilise a mix of tools to target and satisfy their consumers' needs. This unit develops students' knowledge and skills to identify target markets, shape a product mix, deliver value to target markets through a communication mix, identify distribution channels, and formulate a pricing mix. Students develop skills of setting objectives, identifying problems, identifying and evaluating alternatives, and implementing an optimal decision.

## 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:** Identify, evaluate, and discuss marketing concepts both as an individual and as a group.

**ULO2:** Identify, analyse, and discuss marketing management problems.

**ULO3:** Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## 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 **until 72 hours** after which no submission is accepted. 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](https://ask.mq.edu.au/account/pub/display/unit_status)

## DELIVERY FORMAT

### Seminars and workshops

Each week there will be a one-hour seminar followed by a two-hour workshop according to students' enrolment details.

### Resources:

Cases: 12 Harvard Business School cases, available on iLearn <https://ilearn.mq.edu.au/login/>

Textbook: Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, published by Pearson.

Only selected chapters from the textbook will be used. **A Pearson custom book version of the textbook**, including only the assigned chapters.

### Important Notice

- Students must familiarise themselves with the unit's [iLearn](#) site.
- Students should access the unit's iLearn site regularly (minimum twice a week and before and after all seminars and workshops) and check for updates and posts.

### Timetable:

Details of teaching times and locations are available at: [http://students.mq.edu.au/student\\_admin/timetables](http://students.mq.edu.au/student_admin/timetables)

## 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](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.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.*)

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://policycentral.mq.edu.au>)

[s://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)).

## 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

**Policies for case analysis submissions:** All students must submit **all** case summaries on iLearn through the designated link appropriate to their enrolment by the due date. After the due date (i.e., the beginning of the seminar appropriate to enrolments) the link will be locked and will no longer accept submissions. As a unit policy, no email submission is accepted. Hence, it is students' responsibility to submit the summaries by the due date to avoid any penalties. See penalties for the consequence of failing to submit a summary.

At the end of weeks 7 and 13, students can find a file on iLearn that includes their student ID and a case name. Thereby, each student will be randomly assigned to completing a case analysis. For details of the due dates and post dates, see the Turnitin links on iLearn.

**Extensions:** No extension will be granted unless a student has an approved special consideration.

Late submissions must also be submitted through Turnitin. No extensions will be granted. Late submissions are subject to **10% penalty for every 24 hours up to 72 hours**. After 72 hours, the submission link will be locked.

This penalty does not apply for cases with an approved application for Special Consideration. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

**Penalties:** Students who miss a case summary and are assigned to do the same case analysis whose summary they have failed to submit will incur a 50% penalty off of the total mark (i.e., final mark – 15). Students who happen to change the summary will incur a 25% penalty off of the total mark (i.e., final mark – 7.5).

## 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](https://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](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.