



MKTG3004

Marketing Project

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Leanne Carter

leanne.carter@mq.edu.au

Contact via email

3 MD Room 135

Thursdays 2.00pm to 3.00pm and at other times by appointment

Credit points

10

Prerequisites

130cp at 1000 level or above including (MKTG202 or MKTG2002) and (MKTG204 or MKTG2004)

Corequisites

Co-badged status

Unit description

Today, the competitive business world needs people who can bridge the gap between theory and practice. Businesses need marketers who can integrate their knowledge and consolidate their skills essential in designing and implementing marketing research projects to understand market behavior and develop useful marketing strategies. This unit develops students' ability to apply marketing theory to practice through solving a marketing problem for a Client Partner. This unit focuses on identifying factors which influence the competitive positioning of a firm within an industry and to achieve an ethical, socially responsible, and sustainable competitive advantage.

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 factors that influence the competitive position of a firm

ULO2: Synthesise a range of perspectives on marketing strategies in practice to identify potential solutions.

ULO3: Reflect on team processes that enable industry analysis, assessment of marketing opportunities and the development of potential solution/s

ULO4: Present a persuasive analysis of marketing strategies.

ULO5: Reflect on ethical considerations in marketing contexts

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

The unit is comprised of:

- 12 x 3 hour seminars in weeks 1 to 13.

Note in weeks 8, 9 & 10 there will be time allowed for consultations and group work on your projects.

- Students are required to form groups in Week 1 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 1 seminar**.

- Students are expected to arrive on time, and not leave until the class ends.
- Mobile phone must be turned OFF!
- 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 MKTG3004: http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Prizes for all PACE Subjects

Prof. Judyth Sachs PACE Prizes: <https://students.mq.edu.au/experience/practical-experience/pace-experience/apply-for-a-prize>

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

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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

D'Alessandro, S., Lowe, B., Winzar, H., Zikmund, W., & Babin, B. J. (2017). *Marketing Research: Asia-Pacific Edition*. Cengage AU.

Elliott, G., Rundle-Thiele, S. & Waller, D., 2019. *Marketing*, 4/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.

Palmatier, Robert and Shrihari Sidhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan Education.

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. Industry presentations by senior managers, 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 apply for SPECIAL CONSIDERATION 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

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 for the Lecture Schedule.

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://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 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

This unit previously ran in compressed mode, weeks 8 to 13 after students completed MKTG3003 (previously known as MKTG303).

This session runs from weeks 1 to 13, with one seminar a week. This means that the timing of industry partner presentations, due dates for assessments and final project presentations are varied.