



MKTG3012

New Venture Marketing

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer, Tutor

Kaye Chan

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Contact via Email

Room 223, 4 Eastern Road Bldg.

Tuesday 12.30-1.30pm

Please refer to ILearn for details

Tutors

Oliver Manlutac

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Credit points

10

Prerequisites

130cp at 1000 level or above

Corequisites

Co-badged status

Unit description

New ventures live or die by their ability to commercialise their first product or service and be able to successfully market their offerings to survive the start-up period. New venture marketers need a strategic vision of what value their new venture brings to consumers and how to compete against the products and services of established firms. A core skill for entrepreneurs, new product managers and those responsible for marketing in new ventures is that they are expected to be champions for new product innovations. This unit develops students' knowledge to identify, develop and market new ventures market offerings. Students learn how to take a new ventures offering and commercialise it. Students learn how to conceive, develop, evaluate and implement innovative marketing strategies for new ventures offerings to the market.

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 theories and concepts associated with new product development in new ventures

ULO2: Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems

ULO3: Critique and make decisions with respect to new venture marketing challenges

ULO4: Communicate effectively new venture marketing solutions both in oral and written 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

There are 3 hours of face-to-face teaching per week for each student consisting of a 1-hour seminar and a 2-hour workshop. Workshops commence in Week 2.

The timetable for classes can be found on the university website at: <http://timetable.mq.edu.au>

There is no textbook for this subject. A list of required readings is listed below. Full details and library link/pdfs will be provided on iLearn.

Sullivan Mort, G., Weerawardena, J., & Liesch, P. (2012). Advancing entrepreneurial marketing. *European Journal of Marketing*, 46(3/4), 542-561.

Vogel, P. (2017). From Venture Idea to Venture Opportunity. *Entrepreneurship Theory and Practice*, 41(6), 943-971.

Blank, S (2014) Customer Development Process <https://www.youtube.com/watch?v=xr2zFXbISR>
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Blank, S. (2013). Why the Lean Start-Up Changes Everything. *Harvard Business Review*, 91(5), 64-72.

Morris, M., Schindehutte, M., & Allen, J. (2005). The entrepreneur's business model: Toward a unified perspective. *Journal of Business Research*, 58(6), 726-735.

Nunes, Paul F., & Cespedes, Frank V. (2003). The customer has escaped. *Harvard Business Review*, 81(11), 96-105, 140.

Mohammed, R. (2018). The good-better-best approach to pricing. *Harvard Business Review*, 96(5), 106.

Onyemah, V., Pesquera, Martha Rivera, & Ali, Abdul. (2013). What entrepreneurs get wrong. *Harvard Business Review*, 91(5), 74-96.

Eng & Spickett-Jones (2011) Marketing Communications for the SME. In Nwankwo and Gbadamosi (Eds), *Entrepreneurship Marketing: Principles and Practice of SME Marketing*, pp.159-170. London, Routledge

Bresciani, S., & Eppler, M. (2010). Brand new ventures? Insights on start-ups' branding practices. *Journal of Product & Brand Management*, 19(5), 356-366.

Baehr (2016). *Start-ups need relationships before they ask for money*. *Harvard Business Review*. <https://hbr.org/2016/03/startups-need-relationships-before-they-ask-for-money>

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

A detailed weekly schedule is available on the iLearn page for this unit which can be found at: <https://ilearn.mq.edu.au/login/MQ/>

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

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.