MMBA8020

Marketing Management

MGSM term 1, Weekday attendance, North Ryde 2020

Department of Marketing

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
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Wednesday, 5pm - 6pm

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Credit points
10

Prerequisites
Admission to MBA or PGDipMgt or GradDipMgt or GradCertMgt or MSocEntre or
GradCertSocEntre

Corequisites

Co-badged status

Unit description
Marketing is a vital component to the success of any business. In a dynamic and competitive
world, where consumers' preferences are changing rapidly, marketing helps business gain
insights into customers and how to create value that is unique and relevant for customers, the
business, and society as a whole. Marketing ensures that value is communicated and
delivered effectively to customers in order to generate sustainable profit. Thus, it is critical to
understand the role, the contribution, and the process of marketing within an organization.
The focus of this unit is to develop students' knowledge of key marketing concepts and the
marketing process in an organization. Students will develop the skills to make strategic and
tactical marketing decisions, and analyse the impacts of these decisions and their potential
outcomes. Further, this unit will help students build the capabilities to apply the marketing
concepts and tools to plan the marketing strategy and activities of a new business.

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:** Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.
>
> **ULO2:** Critically evaluate the strategic and tactical marketing decisions and their outcomes.
>
> **ULO3:** Formulate and plan marketing for a new or existing business.
>
> **ULO4:** Apply ethical and responsible thinking in evaluating marketing decisions and practices.
>
> **ULO5:** To work effectively in teams in developing marketing solutions.

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

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

Resources

We have also provided additional material in the iLearn unit (articles, book chapters and video links) as a resource for you. These materials are comprise compulsory and recommended resources.

Technology

Access to a personal computer is required to access resources and learning material from iLearn.

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.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). 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.

Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.