MKTG2008

Marketing Management

Session 2, Special circumstance 2020

Department of Marketing

Contents

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Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to timetable viewer. To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff
Convenor/Lecturer/Workshop
Pardis Mohajerani
pardis.mohajerani@mq.edu.au
Room 148, 3 Management Drive
Mondays 3pm-4pm via Zoom

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.

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: Further information on submitting an Application for Special Consideration can be found at https://students.mq.edu.au/study/my-study-program/special-consideration

Assessment Tasks

Name	Weighting	Hurdle	Due
Case Study Analysis	70%	No	Week 7 and Week 13
Creative Work	10%	No	Week 9
Participatory Tasks	20%	No	Weeks 2 to 13

Case Study Analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 40 hours
Due: **Week 7 and Week 13**
Weighting: **70%**

Students are required to submit two separate 2000 words case analysis write-ups (35% each) via Turnitin.

On successful completion you will be able to:

• Identify, evaluate, and discuss marketing concepts both as an individual and as a group.

• Identify, analyse, and discuss marketing management problems.

• Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

Creative Work

Assessment Type [1]: Creative work
Indicative Time on Task [2]: 15 hours
Due: **Week 9**
Weighting: **10%**

This is a group task. Each group will collaborate to produce a video reflecting their understanding and perceptions of marketing. The focus of this assignment is on creativity and originality. This

task has two components: group component (5%) and individual component (5%).

On successful completion you will be able to:
- Identify, evaluate, and discuss marketing concepts both as an individual and as a group.

Participatory Tasks

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 12 hours
Due: **Weeks 2 to 13**
Weighting: **20%**

Students will participate in oral discussions during the workshops.

On successful completion you will be able to:
- Identify, evaluate, and discuss marketing concepts both as an individual and as a group.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

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[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

DELIVERY FORMAT

The unit is delivered in a combination of weekly seminars/lectures (1 hour) and workshops (2 hours). Workshops will start from week 2. Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.

Each week there will be a pre-recorded one-hour seminar/lecture. Starting from week 2, there will be one-hour synchronous workshop which will be online or face-to face according to students' enrolment detail and one-hour asynchronous workshop (e.g., discussion forum, uploaded videos etc).

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

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.

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.
- Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.
- 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.

SATISFACTORY COMPLETION OF UNIT

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

CLASSES

•   Students must familiarise themselves with the unit's iLearn site.

•   Students should access the unit's iLearn site regularly (minimum twice a week) and check for updates and posts.

• Details of teaching times and locations are available at: http://students.mq.edu.au/student_admin/timetables

•   Students are expected to participate in classes, be prepared to discuss the case studies assigned each week. •

.•   Students are expected to arrive on time and not to leave until the class ends.

Unit Schedule

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.

Changes from Previous Offering

Major changes from previous offering include:

1- Students' participation will be assessed based on their oral discussions during the workshops. No weekly summary and participatory task submission is needed.

2- Video creation assessment task has two components: group component (5%) and individual component (5%). No reflective summary is required.