



# MMBA8020

## Marketing Management

MGSM term 3, Special circumstance 2020

*Department of Marketing*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Lan Snell

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Level 2, Room 230, 3 Management Drive

Thursdays 12-1pm on zoom. Please register

Oliver Manlutac

[oliver.manlutac@mq.edu.au](mailto:oliver.manlutac@mq.edu.au)

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:** Work effectively in teams in developing marketing solutions.

## 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
<a href="#">In-class Group Work</a>	20%	No	Ongoing
<a href="#">Individual Project</a>	30%	No	Week 5
<a href="#">Marketing Plan</a>	50%	No	Week 10

### In-class Group Work

Assessment Type <sup>1</sup>: Practice-based task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Ongoing**

Weighting: **20%**

Each session, students will participate in class activities in forms of case study discussions and solutions, weekly challenges, online discussion forum, quizzes, etc.

On successful completion you will be able to:

- Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.
- Formulate and plan marketing for a new or existing business.

- Work effectively in teams in developing marketing solutions.

## Individual Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 5**

Weighting: **30%**

Each student needs to write a case analysis, evaluating the key decisions in the case and their outcomes, and applying ethical thinking to critically assess the decisions and practices. Students need to individually write a critical analysis of a case they choose, evaluating the key decisions made in the case and their outcomes, and applying ethical thinking to critically assess the decisions and practices.

Length: 2,000-word limit

On successful completion you will be able to:

- Critically evaluate the strategic and tactical marketing decisions and their outcomes.
- Apply ethical and responsible thinking in evaluating marketing decisions and practices.

## Marketing Plan

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 10**

Weighting: **50%**

Each student needs to write a report based on the marketing plan they have been working on during the sessions. Specially, students need to write a report covering the following topics:

1. What is the role, contribution, and process of marketing in the organization? 2. What alternative tactical decisions do you recommend, please justify

Length: 20 minutes group presentation, and 2,000-word limit individual report

On successful completion you will be able to:

- Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.
- Critically evaluate the strategic and tactical marketing decisions and their outcomes.
- Formulate and plan marketing for a new or existing business.

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<sup>1</sup> 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.

<sup>2</sup> 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

Due to COVID-19, MMBA8020 Session 3 will be delivered remotely. The delivery will include a combination of short video lectures, online readings and discussions, case discussions, online activities, and weekly live classes.

It is important that you complete the required readings and activities to participate in the discussion forums and live classes.

### UNIT READINGS

Mandatory readings and case studies will be uploaded to iLearn for each session.

### RECOMMENDED TEXT

Kotler & Keller, Marketing Management, 15th edition, 2016

Osterwalder, Alexander & Pigneur, Yves (2010) Business Model Generation, First Edition, Wiley, ISBN: 978-0470-87641-1

## Unit Schedule

Please refer to iLearn

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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.