



# MKTG8031

## Design Thinking for Innovation

Session 2, Special circumstance 2020

*Department of Marketing*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>General Assessment Information</u></a>	3
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	5
<a href="#"><u>Unit Schedule</u></a>	5
<a href="#"><u>Policies and Procedures</u></a>	6

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#### **Disclaimer**

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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

Senior Lecturer

Dr Lars Groeger

[lars.groeger@mq.edu.au](mailto:lars.groeger@mq.edu.au)

Contact via Email & Zoom

Zoom

Friday 12pm-2pm

Oliver Manlutac

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

Credit points

10

Prerequisites

(80cp including (MGNT607 or MGNT609 or MKTG6009)) or (admission to MMgmt or MEngMgt and 40cp at 8000 level)

Corequisites

Co-badged status

Unit description

Adopting a customer perspective is a fundamental guiding principle for successful marketing innovation. A desirable, viable and feasible product or service innovation requires deep customer empathy. This unit explores key concepts in marketing innovation based on the human-centred approach called “Design Thinking”: a creative problem solving process that uses the tools, frameworks and mindset that designers have been using for decades to solve complex problems. Working intensively in a team, students will learn how to develop deep customer empathy by collecting field data, synthesising qualitative data, discovering insights to define an opportunity before building a solution using rapid prototyping, testing and iteration. This unit follows an experiential learning approach.

## 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:** Apply a design thinking process to solve marketing innovation challenges.

**ULO2:** Discover field research insights to define marketing innovation opportunities.

**ULO3:** Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.

**ULO4:** Perform effectively in a team, developing and applying a design thinking mindset.

## 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="#">Design Challenge Presentation</a>	25%	No	Week 6
<a href="#">Individual Assignment</a>	25%	No	Week 7
<a href="#">Design Challenge Report</a>	50%	No	Week 7

## Design Challenge Presentation

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

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

Due: **Week 6**

Weighting: **25%**

Teams will present the results of their work on the design challenge. Each presentation should be no more than 6 minutes. The quality of the content and how you communicate your message to inspire the audience will lay the groundwork for your grade. At a minimum you should clearly and concisely share the following:

- WHO you are designing for;
- WHAT the insight/opportunity is (evidence);
- WHAT the proposed solution is;
- WHY is this relevant for your Persona (what are the benefits);
- HOW the solution works

A detailed marking rubric will be uploaded to ilearn.

Length: 10 minute presentation

On successful completion you will be able to:

- Apply a design thinking process to solve marketing innovation challenges.
- Discover field research insights to define marketing innovation opportunities.
- Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.
- Perform effectively in a team, developing and applying a design thinking mindset.

## Individual Assignment

Assessment Type <sup>1</sup>: Case study/analysis

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

Due: **Week 7**

Weighting: **25%**

This individual assignment will consist of a combination of case analysis (your project) and transfer of learning style questions. This take-home assignment will be available in iLearn on the scheduled date.

A detailed marking rubric will be uploaded to iLearn.

Length: 1,500 words

On successful completion you will be able to:

- Discover field research insights to define marketing innovation opportunities.

## Design Challenge Report

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

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **Week 7**

Weighting: **50%**

For this team project you will work on a real world challenge. The broad context and constraints of the project will be defined, but it will be your task to specify the scope of the project, its intent, the questions it hopes to explore, and the target market it wants to explore them with. Your team is expected to produce several prototypes (minimum 3, ranging from conceptual, to low fidelity) and test them with potential users and other stakeholders. You will document the learnings from these testings and how new insights shaped the iteration of your solution. Teams will engage in further iterations of the creative process and work towards a presentable prototype - demonstrating evidence for a problem worth solving and a plausible and ideally original solution. You will apply frameworks, concepts and templates that are covered in class. Through additional readings and your own research you will create a comprehensive solution to a problem and a case for why it could be a viable business opportunity. You will submit a final prototype of your solution as well as a pitch deck/executive summary (max. 8 slides). You are asked to document

the journey and iterations that your team has been through, while highlighting the major insights and suggestions how the focal company might address these issues. You are to present an action plan that specifies your underlying assumptions and how to test them. A report guideline will be presented in class. Length: 3,500 words

On successful completion you will be able to:

- Apply a design thinking process to solve marketing innovation challenges.
- Discover field research insights to define marketing innovation opportunities.
- Critically evaluate the desirability of marketing innovation solutions to meet stakeholders' needs.
- Perform effectively in a team, developing and applying a design thinking mindset.

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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

This unit follows an intensive experiential learning approach. Students will be working on a real-world challenge, collaborating remotely using Zoom and [MURAL](#), an online whiteboard, over the duration of seven weeks.

Each week consists of two live sessions - Thursdays 1.5 hrs and Saturdays 3.5hrs - with substantial project work necessary in between the sessions.

The student journey will go through a continuous cycle of

- **Preparing** the materials individually
- **Engaging** in the team project and discussions during live Zoom sessions
- **Applying** tools and frameworks during live Zoom sessions
- **Applying** tools and frameworks to your team project collaboratively before and after the zoom sessions
- **Reflecting** on activities and learnings, iterate and prepare for next session

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