



MKTG8020

Marketing Theory

Session 2, Special circumstance 2020

Department of Marketing

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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

UC and Lecturer (Online)

Dr Hormoz Ahmadi

hormoz.ahmadi@mq.edu.au

Contact via Email

Casual

Thursday 4-6 pm - Online (via ZOOM)

Lecturer (Face to Face)

Dr Rico Piehler

rico.piehler@mq.edu.au

Contact via Email

Room 153, 3 Management Drive

Credit points

10

Prerequisites

Admission to MMktg or (admission to MCom and (MKTG696 or MKTG6096))

Corequisites

Co-badged status

Unit description

In order to compete effectively in increasingly dynamic markets, firms must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals. This cognition is enhanced when they can effectively apply marketing theories to solve marketing problems. Marketing theories explain how and why value is created and offered to consumers and captured by the firm. Through appropriate identification and utilization of marketing theory, firms can deal with challenges from consumers as well as markets that may simply go beyond the traditional boundaries that are thought to operate.

In this unit, students will develop knowledge of differing perspectives and schools of thought about marketing theory, and contemporary debates on marketing theory and practice.

Students will learn different insights into the foundations and evolution of marketing, and the effectiveness of applying differing perspective and school of thought about marketing theory in specific contexts.

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 and evaluate diverse marketing theories

ULO2: Explain the foundations and evolution of marketing and marketing theories

ULO3: Critically analyse marketing theories and identify differences and similarities

ULO4: Apply different marketing theory in specific contexts to solve marketing problem

Assessment Tasks

Name	Weighting	Hurdle	Due
Participatory task	20%	No	Week 1-13
Critical analysis	40%	No	Week 6 - Sunday 11:59 pm
Case study analysis	40%	No	Week 13 - Sunday 11:59 pm

Participatory task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 26 hours

Due: **Week 1-13**

Weighting: **20%**

Students' participation will be assessed according to the level of genuine contribution to the Zoom sessions and to the iLearn forum. Engagement in Zoom sessions: Answering questions, asking questions and commenting on lecture materials. Engagement online on iLearn forum: Contributing to online discussion forum, posting interesting content and commenting on other students' posts.

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories
- Explain the foundations and evolution of marketing and marketing theories
- Critically analyse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

Critical analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **Week 6 - Sunday 11:59 pm**

Weighting: **40%**

Written essay evaluate your ability to define, explain, compare, or analyse the marketing theories and concepts that you study from week 1-5. You are to select one marketing theory / concept from your seminar material, prescribed/recommended readings, or any teaching materials provided to you from Week 1 - Week 5, and apply this theory to address a specific contemporary marketing issue which is highlighted/published in the media over the past twelve months. You have to provide a 3000 words $\pm 10\%$ written essay.

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories
- Explain the foundations and evolution of marketing and marketing theories
- Critically analyse marketing theories and identify differences and similarities

Case study analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **Week 13 - Sunday 11:59 pm**

Weighting: **40%**

Written case study analysis requires you to demonstrate an ability to apply marketing theories/ concepts you learned throughout the unit to solve marketing problems. You will be given a case study in Week 12 with specific issues/challenges faced by a real organisation. You are then to select two relevant marketing theories / concepts from your seminar material, prescribed/ recommended readings, or any teaching materials provided to you. You have to provide a 3000 words $\pm 10\%$ written analysis.

On successful completion you will be able to:

- Critically analyse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

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

Based on the School's advice, the teaching pattern for the unit delivery is as follows:

Each Week's delivery (online and face-to-face) contains three parts:

1- Students (Online and face-to-face) watch/review the pre-recorded mini-seminars (covering slides) that are shared on iLearn under each week's section with the Title "Pre-recorded mini-seminars Week XX"-Pre-recorded mini-seminars along with other material will be provided on a weekly basis (every Monday COB).

2- Every week students join a 1hour live /online ZOOM or face-to-face workshop (based on their choice):

During these sessions, lecturers will have a short review of the main theories/concepts covered in the pre-recorded material. Then the central part of the workshops will focus on doing activities and exercises allocated for that week. Activities are mentioned and listed in the Workshop Guide document shared under the activities section for each week. As part of workshop activities there might be pre-scheduled quizzes (assessment 1).

3- After leaving the Zoom or face-to-face workshop, students have to focus on the weekly discussion forum task and respond to the question(s) provided (This is an individual task). Under each week's section, there will be a discussion forum titled "Weekly discussion forum – Week X". Students need to type their answers and post them to the respective discussion forum. The lecturers will check the responses and provide general feedback to all. This task will also be counted as part of the participatory assessment (assessment 1).

There is no prescribed textbook in the unit Recommended Journals (Further Reading): • Journal of Marketing • Journal of the Academy of Marketing Science • Marketing Theory • Marketing Letters • Academy of Marketing Science Review • Journal of Marketing Theory and Practice • Academy of Management Review

Unit Schedule

Please refer to iLearn for updated Unit Schedule

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 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 since First Published

Date	Description
16/07/2020	teaching staff information is updated