



MKTG7020

Marketing Theory

Session 1, Special circumstances 2021

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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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

Riza Casidy

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Credit points

10

Prerequisites

Admission to MRes

Corequisites

Co-badged status

MKTG8020

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: Identify and justify a relevant gap between marketing theory and practice

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 |
|------------------------------------|-----------|--------|-------------|
| Participatory Task | 20% | No | Week 1 - 13 |
| Critical Analysis | 40% | No | Week 7 |
| Essay | 40% | No | Week 13 |

Participatory Task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 26 hours

Due: **Week 1 - 13**

Weighting: **20%**

In participatory task, students will be assessed based on the extent of their contribution to discussion, accuracy of their answers to questions, and the relevance of comments and questions to the weekly topic discussed in workshops/forum.

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

Critical Analysis

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 7**

Weighting: **40%**

Students are to select one marketing theory / concept from their seminar material, prescribed/recommended readings, or any teaching materials provided to them from Week 1 - Week 5 and explain how the theory has evolved over the years, identify the similarity/differences between this theory and other related theories. Further, students have to apply the chosen theory and recommend how marketing practitioners can address a contemporary marketing issue based on the theory. Students have to provide a 2000 words $\pm 10\%$ written analysis.

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

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **40%**

Students will be asked to identify a relevant gap between marketing theory and practice in the essay, and recommend future research directions to address this gap – what should marketing theorists do to enhance the relevance of the theories and what should marketing practitioners do to adapt/adopt theories in practice.

On successful completion you will be able to:

- Critically analyse marketing theories and identify differences and similarities
- Identify and justify a relevant gap between marketing theory and practice

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

The unit has both face to face and online delivery. The delivery time for this unit is 3 hours per week over 13 weeks period, which consists of:

- 1 hour online lecture
- 30 minutes online practical activities related to the lecture content
- 1.5 hour online/face to face workshop

The unit is delivered in a flipped mode. Students should watch the online lecture and engage in online practical activities prior to participating in the workshop. In addition to the 3 hours described above, students are expected to spend a minimum of 3 hours per week for class preparation and studying the online resources and reading materials.

There is no prescribed textbook for the unit. All required and recommended readings are journal articles that are accessible on iLearn.

Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.