



MMBA8020

Marketing Management

Term 3, Fully online/virtual 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

Lecturer

John Parker

john.parker@mq.edu.au

Contact via Email

Thursday 5-6pm

Administration

Oliver Manlutac

oliver.manlutac@mq.edu.au

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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 a 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 organisation. The focus of this unit is on developing students' knowledge of key marketing concepts and the marketing process in an organisation. Students will develop the skills to make strategic and tactical marketing decisions, and analyse the impacts of these decisions and their potential outcomes. Further, the 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 strategic and tactical marketing decisions and their outcomes.

ULO3: Apply ethical and responsible thinking in evaluating marketing decisions and practices.

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
In-class Group Work	20%	No	Ongoing
Individual Project	30%	No	Week 5
Marketing Plan	50%	No	Week 7 (Group presentation) Week 10 (Individual report)

In-class Group Work

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 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.

Individual Project

Assessment Type ¹: Project

Indicative Time on Task ²: 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 strategic and tactical marketing decisions and their outcomes.
- Apply ethical and responsible thinking in evaluating marketing decisions and practices.

Marketing Plan

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 7 (Group presentation) Week 10 (Individual report)**

Weighting: **50%**

Each student needs to present with his/her group and write an individual 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 (individually assessed based on the parts covered) 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 strategic and tactical marketing decisions and their outcomes.
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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

This unit will be delivered purely **online** with a combination of pre-recorded lectures and weekly online Zoom workshops. There is no prescribed textbook for the unit, but a list of required readings for each week is made available on iLearn, together with other resources to support your learning.

Unit Schedule

Please refer to iLearn for the Unit Schedule.

Policies and Procedures

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