



# MMBA8020

## Marketing Management

Term 4, Special circumstances 2021

*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.

### Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Unit Coordinator

John Parker

[john.parker@mq.edu.au](mailto:john.parker@mq.edu.au)

Contact via Contact via email

Wednesday 5-6pm

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 submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a [Special Consideration request](#).

Unless a [Special Consideration request](#) has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

## 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 7 (group presentation) Week 10 (Individual report)

### 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.

## 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 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 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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<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 is scheduled to be delivered as a weekly hybrid offering (face-to-face and Zoom for online students). However, in the event of government COVID restrictions being in place, the 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.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](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.