



# MKTG2008

## Marketing Management

Session 2, Special circumstances 2021

*Department of Marketing*

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#### **Disclaimer**

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#### **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 Convenor/Lecturer/Workshop  
Pardis Mohajerani  
[pardis.mohajerani@mq.edu.au](mailto:pardis.mohajerani@mq.edu.au)  
Contact via Via Email  
Room 136, 3 Management Drive  
Tuesdays 3pm-5pm via Zoom

Credit points  
10

Prerequisites  
40cp at 1000 level or above including MKTG1001 or MKTG101

Corequisites  
MKTG1003 or MKTG203

Co-badged status

Unit description  
In competitive business environments, developing and managing superior value offerings for customers is vital. Managing the marketing offering of a firm is central to market success. To that end, practitioners need to own a set of skills and be able to utilise a mix of tools to target and satisfy their consumers' needs. This unit develops students' knowledge and skills to identify target markets, shape a product mix, deliver value to target markets through a communication mix, identify distribution channels, and formulate a pricing mix. Students develop skills of setting objectives, identifying problems, identifying and evaluating alternatives, and implementing an optimal decision.

## 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:** Identify, evaluate, and discuss marketing concepts both as an individual and as a group.
- ULO2:** Identify, analyse, and discuss marketing management problems.

**ULO3:** Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## 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.

Please refer to [iLearn](#) for more detailed information about each assessment task.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Participatory Tasks</a>	20%	No	Weeks 2 to 13
<a href="#">Case Study Analysis</a>	70%	No	Week 7 and Week 13
<a href="#">Creative Work</a>	10%	No	Week 9

### Participatory Tasks

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 12 hours

Due: **Weeks 2 to 13**

Weighting: **20%**

Students will participate in oral discussions during the workshops.

On successful completion you will be able to:

- Identify, evaluate, and discuss marketing concepts both as an individual and as a group.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## Case Study Analysis

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

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

Due: **Week 7 and Week 13**

Weighting: **70%**

Students are required to submit two separate 2000 words +/-10% case analysis write-ups (35% each) via Turnitin

On successful completion you will be able to:

- Identify, evaluate, and discuss marketing concepts both as an individual and as a group.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## Creative Work

Assessment Type <sup>1</sup>: Creative work

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 9**

Weighting: **10%**

This is a group task. Each group will collaborate to produce a video reflecting their understanding and perceptions of marketing. The focus of this assignment is on creativity and originality. This task has two components: group component (5%) and individual component (5%).

On successful completion you will be able to:

- Identify, evaluate, and discuss marketing concepts both as an individual and as a group.

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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

### DELIVERY FORMAT

The unit is delivered in a combination of weekly pre-recorded seminars/lectures (1 hour) and workshops (2 hours). Workshops will start from week 1.

Starting from week 1, there will be one-hour synchronous workshop which will be online or face-to face according to students' enrolment detail and one-hour asynchronous workshop (e.g., discussion forum, uploaded videos etc). Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.

### REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

**Textbook:** *Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, published by Pearson. Only selected chapters from the textbook will be used. A Pearson custom book version of the textbook, including only the assigned chapters.*

**Case Studies:** 12 Harvard Business School cases, available on iLearn <https://ilearn.mq.edu.au/login/>

### TECHNOLOGY USED & REQUIRED

- The course will make use of iLearn and email for communication with the teaching staff and between students.
- Students will need access to a reliable Internet service to complete this unit.
- Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.
- Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.

### SATISFACTORY COMPLETION OF UNIT

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

### CLASSES

- Students must familiarise themselves with the unit's iLearn site.
- Students should access the unit's iLearn site regularly (**minimum twice a week**) and check for updates and posts.
- Details of teaching times and locations are available at: [http://students.mq.edu.au/student\\_admin/timetables](http://students.mq.edu.au/student_admin/timetables)
- Students are expected to participate in classes, be prepared to discuss the case studies assigned each week.
- Students are expected to arrive on time and not to leave until the class ends.

## Unit Schedule

Please refer to [iLearn](#) for more detailed information about Unit Schedule.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<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>) 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](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](#)

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.

## Changes since First Published

Date	Description
15/07/2021	late submission