MKTG2008
Marketing Management
Session 2, Special circumstances 2021
Department of Marketing

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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
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://students.mq.edu.au/important-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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participatory Tasks</td>
<td>20%</td>
<td>No</td>
<td>Weeks 2 to 13</td>
</tr>
<tr>
<td>Case Study Analysis</td>
<td>70%</td>
<td>No</td>
<td>Week 7 and Week 13</td>
</tr>
<tr>
<td>Creative Work</td>
<td>10%</td>
<td>No</td>
<td>Week 9</td>
</tr>
</tbody>
</table>

Participatory Tasks

Assessment Type 1: Participatory task
Indicative Time on Task 2: 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: Case study/analysis
Indicative Time on Task: 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: Creative work
Indicative Time on Task: 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.

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 Learning Skills Unit for academic skills support.

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/](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

[https://unitguides.mq.edu.au/unit_offerings/138495/unit_guide/print](https://unitguides.mq.edu.au/unit_offerings/138495/unit_guide/print)
• 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
• 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://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). 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 (https://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/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 Enquiry Service
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

Equity 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.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15/07/2021</td>
<td>late submission</td>
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</table>