# MKTG6096

Introduction to Marketing Management

Session 1, Special circumstances 2021

Department of Marketing

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>General Assessment Information</td>
<td>3</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>5</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>6</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>6</td>
</tr>
</tbody>
</table>

---

### 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.

### 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
Convenor/Lecturer/Workshop
Pardis Mohajerani
pardis.mohajerani@mq.edu.au
Contact via Via Email
Room 148, 3 Management Drive
Tuesdays 5:30 pm to 6:30 pm

Oliver Manlutac
oliver.manlutac@mq.edu.au

Credit points
10

Prerequisites
Admission to MCom or MBioBus or MIIntBus or MMgmt

Corequisites

Co-badged status

Unit description
Marketing is the coordinated and integrated efforts of an organisation to satisfy relevant customer needs and achieve organisational goals. It involves a systematic process whereby opportunities are identified and marketing practices are implemented. New techniques, tools and technologies are constantly being adopted by marketers, leading to a new marketing environment that demands greater efficiency and effectiveness to market products, services and brands. This unit develops students’ knowledge of marketing concepts and frameworks. Students will develop skills to apply marketing concepts to address marketing issues. Students will also learn to apply marketing concepts to analyse marketing activities of a product/service.

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: Explain the concepts and principles which underpin the discipline of marketing.
ULO2: Analyse and apply marketing concepts in dealing with practical marketing issues.
ULO3: Apply marketing concepts to analyse marketing activities of a product/service

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

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 Task</td>
<td>20%</td>
<td>No</td>
<td>Week 1 to Week 13</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
<tr>
<td>Online Quiz</td>
<td>10%</td>
<td>No</td>
<td>Week 3 to Week 12</td>
</tr>
<tr>
<td>Critical Analysis of Marketing Concepts and Their Applications</td>
<td>30%</td>
<td>No</td>
<td>Week 7</td>
</tr>
</tbody>
</table>

Participatory Task

Assessment Type 1: Participatory task
Indicative Time on Task 2: 10 hours
Due: Week 1 to Week 13
Weighting: 20%

In-class tasks completed during weekly workshops are to reinforce your learning and give you the opportunity to share your theoretical and practical knowledge of marketing concepts, principles and issues. There will be four random collections across the session. Each task is worth 5%.

On successful completion you will be able to:
• Explain the concepts and principles which underpin the discipline of marketing.
• Analyse and apply marketing concepts in dealing with practical marketing issues.

Marketing Plan
Assessment Type 1: Report
Indicative Time on Task 2: 40 hours
Due: Week 13
Weighting: 40%

Students will analyse marketing activities of a product/service and produce a 2000 words (plus or minus 10%) individual report on their analysis.

On successful completion you will be able to:
• Explain the concepts and principles which underpin the discipline of marketing.
• Analyse and apply marketing concepts in dealing with practical marketing issues.
• Apply marketing concepts to analyse marketing activities of a product/service

Online Quiz
Assessment Type 1: Quiz/Test
Indicative Time on Task 2: 10 hours
Due: Week 3 to Week 12
Weighting: 10%

10 online quizzes of 10 questions each with a set time limit to be completed before classes, 1 mark each week.

On successful completion you will be able to:
• Explain the concepts and principles which underpin the discipline of marketing.

Critical Analysis of Marketing Concepts and Their Applications
Assessment Type 1: Report
Indicative Time on Task 2: 20 hours
Due: Week 7
Weighting: 30%

The 1,500 word (plus or minus 10%) report is designed to evaluate your ability to explain,
compare or analyse marketing theories and concepts.

On successful completion you will be able to:

• Explain the concepts and principles which underpin the discipline of marketing.
• Analyse and apply marketing concepts in dealing with practical marketing issues.

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 Learning Skills Unit 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

TEACHING AND LEARNING STRATEGY

The unit is delivered in a combination of weekly pre-recorded seminars/lectures (1.5 hours) and workshops (1.5 hours). Please note that workshop will be online or face-to-face according to students’ enrolment detail. Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.

The seminar/lecture notes and recordings will be posted on iLearn at https://ilearn.mq.edu.au on a weekly basis.

CLASSES

• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS


More information will be available via iLearn.

Students should also consult the wide range of industry reports and marketing journals such as the following (via the Macquarie University library):

- Passport (Euromonitor International)
- McKinsey and Company
- Forbes
- Wall Street Journal
- CNN Money
- Journal of Marketing
- Journal of Marketing Management
- Journals of Consumer Research
- Journal of Marketing Research
- Harvard Business Review
- European Journal of Marketing
- International Journal of Research in Marketing
- Business Horizons
- Journal of Brand Management
- Journal of Advertising Research
- Journal of Retailing
- Australasian Marketing Journal
- Australian Marketing Researcher
- International Marketing Review
- The Economist
- Business Review Weekly

**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

https://unitguides.mq.edu.au/unit_offerings/140107/unit_guide/print
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.