



# MKTG6096

## Introduction to Marketing Management

Session 1, Special circumstances 2021

*Department of Marketing*

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#### **Disclaimer**

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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

Convenor/Lecturer/Workshop

Pardis Mohajerani

[pardis.mohajerani@mq.edu.au](mailto: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](mailto:oliver.manlutac@mq.edu.au)

Credit points

10

Prerequisites

Admission to MCom or MBioBus or MIntBus 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://www.mq.edu.au/study/calendar-of-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

| Name   | Weighting | Hurdle | Due               |
|--|-----------|--------|-------------------|
| <a href="#">Participatory Task</a>   | 20%       | No     | Week 1 to Week 13 |
| <a href="#">Marketing Plan</a>   | 40%       | No     | Week 13           |
| <a href="#">Online Quiz</a>  | 10%       | No     | Week 3 to Week 12 |
| <a href="#">Critical Analysis of Marketing Concepts and Their Applications</a> | 30%       | No     | Week 7            |

### Participatory Task

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

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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.

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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

### 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

**Required Text:** Marketing, 5th Edition, Greg Elliott / Sharyn Rundle-Thiele / David Waller / Ingo Bentrrott / Siobhan Hatton-Jones / Pete Jeans (2021), ISBN: 99780730382966, John Wiley & Sons. <https://www.wileydirect.com.au/buy/marketing-5th-edition>, This text is now available in print and interactive e-text.

More information will be available via iLearn.

**Additional recommended textbooks:** Grewal, D., Levy, M. (2021), Marketing (3rd Edition), New York, McGraw-Hill Education.

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

Please refer to [iLearn](#)

## 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.