



# MKTG6096

## Introduction to 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 Coordinator

John Parker

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

Contact via Email

Tuesday's 2-3pm

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://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 submission 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="#">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
<a href="#">Marketing Plan</a>	40%	No	Week 13
<a href="#">Participatory Task</a>	20%	No	Week 1 to week 13

### 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.

## 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

## 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.

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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 [Learning Skills Unit](#) 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 DELIVERY**

The unit is purely online delivery. It will include in a combination of pre-recorded weekly lectures (1.5 hours) and online weekly workshops (1.5 hours).

Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.

Students need to listen to the pre-recorded lectures, read in advance of workshop sessions, complete preparatory work including weekly online quizzes, and be prepared to work in small groups and discuss the materials assigned each week.

The lecture slides and recordings will be posted on iLearn on a weekly basis. Students will need to complete the weekly online quizzes before they can access the seminar materials.

### **SATISFACTORY COMPLETION OF UNIT**

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

### **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 or smart device is required to complete tasks on iLearn, to access iLearn for course materials, and to read the textbook.

## **REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

Required Text (available in print and interactive e-text): Marketing, 4th Edition Greg Elliott, Sharyn Rundle-Thiele, David Waller, Sandra Smith, Liz Eades, Ingo Bentrrott ISBN: 9780730363248, 9780730362999 Brisbane: John Wiley & Sons. <http://www.wileydirect.com.au/buy/marketing-4th-edition/>

Additional recommended textbooks: Grewal, D., Levy, M. (2015), Marketing (Forth 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):

- 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 [iLearn](#)

## 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 \(https://students.mq.edu.au/support/study/policies\)](#). 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](https://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 Enquiry Service

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)

## 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/](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	Again, new change to assessment penalty statement
14/07/2021	Late submission of assignment statement