



MKTG3004

Marketing Project

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

Leanne Carter

leanne.carter@mq.edu.au

Contact via email

Room 135, 3MD

Wednesdays 2.00pm to 3.00pm and at other times by appointment

Credit points

10

Prerequisites

130cp at 1000 level or above including MKTG202 or MKTG2002

Corequisites

Co-badged status

Unit description

Today, the competitive business world needs people who can bridge the gap between theory and practice. Businesses need marketers who can integrate their knowledge and consolidate their skills essential in designing and implementing marketing research projects to understand market behavior and develop useful marketing strategies. This unit develops students' ability to apply marketing theory to practice through solving a marketing problem for a Client Partner. This unit focuses on identifying factors which influence the competitive positioning of a firm within an industry and to achieve an ethical, socially responsible, and sustainable competitive advantage.

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 factors that influence the competitive position of a firm.

ULO2: Synthesise a range of perspectives on marketing strategies in practice to identify and effectively communicate potential solution/s.

ULO3: Reflect on team processes that enable industry analysis, assessment of marketing opportunities and the development of potential solution/s.

ULO4: Reflect on ethical considerations in marketing contexts.

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>

Assessment Tasks

Name	Weighting	Hurdle	Due
Multimedia Production	20%	No	Week 3
Report	25%	No	Week 6
Project	40%	No	Week 12
Reflection	15%	No	Week 13

Multimedia Production

Assessment Type ¹: Creative work

Indicative Time on Task ²: 20 hours

Due: **Week 3**

Weighting: **20%**

Students will produce a 3-5 minute multimedia production.

On successful completion you will be able to:

- Reflect on ethical considerations in marketing contexts.

Report

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 6**

Weighting: **25%**

Submit a 2,000 word progress report to demonstrate your understanding of the relevant situation analysis in the group marketing project. This is an individual assignment.

On successful completion you will be able to:

- Identify factors that influence the competitive position of a firm.

Project

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **Week 12**

Weighting: **40%**

This is a group task which is made up of two components:

- Group Report - 3,000 words, is written by all members of the group
- Individual Presentation of 3 to 5 minutes

On successful completion you will be able to:

- Synthesise a range of perspectives on marketing strategies in practice to identify and effectively communicate potential solution/s.

Reflection

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 10 hours

Due: **Week 13**

Weighting: **15%**

Submit a 1,000 word critical reflection on teamwork.

On successful completion you will be able to:

- Reflect on team processes that enable industry analysis, assessment of marketing opportunities and the development of potential solution/s.

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 [Writing Centre](#) 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

The unit is comprised of:

- One recorded Zoom Lecture per week that is to be viewed prior to attending your tutorial **plus**
- 13 x 2 hour tutorials in weeks 1 to 13.

Note in weeks 9, 10, 11 and 12, there will be time allowed for consultations and group work on your projects.

- Students are required to form groups in Week 1 of session. It is therefore important that, once students are enrolled in a tutorial students should remain in that particular tutorial, as changing would be disruptive to fellow students. It also means you **MUST be in attendance at week 1 tutorial.**
- Students are expected to arrive on time, and not leave until the class ends.
- Mobile phone must be turned OFF!

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

Group Work

Group work is an inherent requirement for completing this unit satisfactorily.

Prizes

Prizes for this unit MKTG3004: http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Prizes for all PACE Subjects

Prof. Judyth Sachs PACE Prizes: <https://students.mq.edu.au/experience/practical-experience/pace-experience/apply-for-a-prize>

This PACE Prize is awarded at the completion of the academic year for all students enrolled in PACE subjects across the whole university.

Required and Recommended Texts And/or Materials

Required and Recommended Texts And/or Materials

Required Text

Kim, W.C. and Mauborgne, R. (2014). Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard Business Review Press.

Other Readings you may find helpful with your project

D'Alessandro, S., Lowe, B., Winzar, H., Zikmund, W., & Babin, B. J. (2017). *Marketing Research: Asia-Pacific Edition*. Cengage AU.

Elliott, G., Rundle-Thiele, S. & Waller, D., 2019. *Marketing*, 4/E. John Wiley & Sons, Australia.

Kerin, R.A. & Peterson, R.A., 2012. *Strategic Marketing Problems: Cases and Comments*, International Edition, 13/E. Pearson Education USA.

Levitt, T., (1960). Marketing myopia. *Harvard business review*, 38(4), pp.24-47.

Ling, P., D'Alessandro, S. & Winzar, H. (2015). *Consumer Behaviour in Action*. Oxford University Press Australia and New Zealand.

Palmatier, Robert and Shrihari Sidhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan Education.

Porter, M.E. (2008). The five competitive forces that shape strategy. *Harvard business review*, 86(1), pp.25-40.

Porter, M.E. (1986). Competition in global industries: A conceptual framework. *Competition in global industries*, 15, p.60.

Webster, F.E. (1988). The rediscovery of the marketing concept. *Business horizons*, 31(3), pp.29-39.

Zikmund, Ward, Winzar, Lowe & Babin. (2011) *Marketing Research: 2nd Asia-Pacific Edition*, Cengage.

Technology Used: Unit web page

Please note the unit's iLearn address is: <http://ilearn.mq.edu.au>

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student's responsibility to regularly check iLearn.

The tutorials in this unit will not be recorded using iLearn. Industry presentations by senior managers, may not be recorded due to commercial in confidence information. Your presence at these lectures is compulsory. Attendance will be recorded. If you cannot attend, you will need to apply for SPECIAL CONSIDERATION and have appropriate certification. Non-attendance at industry presentations may result in a fail grade for the overall unit. You will not be able to undertake the group project without attending and engaging with industry partners.

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 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 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

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 from Previous Offering

Reflective journal has reduced from 1,500 words to 1,000 words

Group project has changed in requirements and word limit reduced from 6,000 words to 3,000 words.