MKTG3004
Marketing Project
Session 2, Special circumstances 2021
Department of Marketing

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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.

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
Leanne Carter
leanne.carter@mq.edu.au
Room 135, 3MD
Wednesdays 1.00pm to 2.00pm 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://students.mq.edu.au/important-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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia Production</td>
<td>20%</td>
<td>No</td>
<td>Week 3</td>
</tr>
<tr>
<td>Report</td>
<td>25%</td>
<td>No</td>
<td>Week 6</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
<td>No</td>
<td>Week 11</td>
</tr>
<tr>
<td>Reflection</td>
<td>15%</td>
<td>No</td>
<td>Week 13</td>
</tr>
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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 11
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 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**

The unit is comprised of:

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

- 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.businessandeconomics.mq.edu.au/
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


Other Readings you may find helpful with your project


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


Technology Used: Unit web page

Please note the unit’s logon iLearn address is: http://iLearn.mq.edu.au

Here you will find the unit resources, learning materials, important announcements, rubrics, 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 executive, 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

Refer to iLearn

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 Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

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

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**

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<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>15/07/2021</td>
<td>Changes to Special Consideration policy was required.</td>
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