



# MKTG8020

## Marketing Theory

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 Convenor and Lecturer  
Riza Casidy  
[riza.casidy@mq.edu.au](mailto:riza.casidy@mq.edu.au)  
3 Management Drive  
Every Monday 5.00 - 6.00 PM via Zoom

Credit points  
10

Prerequisites  
Admission to MMktg or (admission to MCom and (MKTG696 or MKTG6096))

Corequisites

Co-badged status

Unit description

In order to compete effectively in increasingly dynamic markets, firms must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals. This cognition is enhanced when they can effectively apply marketing theories to solve marketing problems. Marketing theories explain how and why value is created and offered to consumers and captured by the firm. Through appropriate identification and utilization of marketing theory, firms can deal with challenges from consumers as well as markets that may simply go beyond the traditional boundaries that are thought to operate.

In this unit, students will develop knowledge of differing perspectives and schools of thought about marketing theory, and contemporary debates on marketing theory and practice.

Students will learn different insights into the foundations and evolution of marketing, and the effectiveness of applying differing perspective and school of thought about marketing theory in specific contexts.

## 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 and evaluate diverse marketing theories

**ULO2:** Explain the foundations and evolution of marketing and marketing theories

**ULO3:** Critically analyse marketing theories and identify differences and similarities

**ULO4:** Apply different marketing theory in specific contexts to solve marketing problem

## General Assessment Information

### Late submissions 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="#">Participatory task</a>  | 20%       | No     | Week 2 - Week 12 |
| <a href="#">Critical analysis</a>   | 40%       | No     | Week 7           |
| <a href="#">Case study analysis</a> | 40%       | No     | Week 13          |

### Participatory task

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

Indicative Time on Task <sup>2</sup>: 26 hours

Due: **Week 2 - Week 12**

Weighting: **20%**

In participatory task, students will be assessed based on the extent of their contribution to discussion, accuracy of their answers to questions, and the relevance of comments and questions to the weekly topic discussed in workshops/forum.

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories
- Explain the foundations and evolution of marketing and marketing theories
- Critically analyse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

## Critical analysis

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 23 hours

Due: **Week 7**

Weighting: **40%**

You are to select one marketing theory / concept from your seminar material, prescribed/ recommended readings, or any teaching materials provided to you from Week 1 - Week 5 and explain how the theory has evolved over the years, identify the similarity/differences between this theory and other related theories. Further, you have to apply the chosen theory and recommend how marketing practitioners can address a contemporary marketing issue based on the theory. You have to provide a 2000 words  $\pm 10\%$  written analysis.

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories
- Explain the foundations and evolution of marketing and marketing theories
- Critically analyse marketing theories and identify differences and similarities
- Apply different marketing theory in specific contexts to solve marketing problem

## Case study analysis

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 23 hours

Due: **Week 13**

Weighting: **40%**

Written case study analysis requires you to demonstrate an ability to apply marketing theories/ concepts you learned throughout the unit to solve marketing problems. You will be given a case study in Week 12 with specific issues/challenges faced by a real organisation. You are then to select two relevant marketing theories / concepts from your seminar material, prescribed/ recommended readings, or any teaching materials provided to you. You have to provide a 2000 words  $\pm 10\%$  written analysis.

On successful completion you will be able to:

- Critically analyse marketing theories and identify differences and similarities
  - Apply different marketing theory in specific contexts to solve marketing problem
- 

<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

The unit has both face to face and online delivery. The delivery time for this unit is 3 hours per week over 13 weeks period, which consists of:

- 1 hour online lecture
- 30 minutes online practical activities related to the lecture content
- 1.5 hour online/face to face workshop

The unit is delivered in a flipped mode. Students should watch the online lecture and engage in online practical activities prior to participating in the workshop. In addition to the 3 hours described above, students are expected to spend a minimum of 3 hours per week for class preparation and studying the online resources and reading materials.

There is no prescribed textbook for the unit. All required and recommended readings are journal articles that are accessible on iLearn.

## Unit Schedule

Please refer to [iLearn](#) for detailed unit schedule

## 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.

## Changes since First Published

| Date       | Description                             |
|------------|---|
| 16/07/2021 | Late penalty assessment updated         |
| 14/07/2021 | Updated the late submission information |