MKTG8020
Marketing Theory
Session 2, Special circumstances 2021
Department of Marketing

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Disclaimer
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Notice
Some on-campus classes have moved online for the first two weeks of Session, before returning to campus in Week 3. If you are studying a unit outside of the primary Session 2 timetable, please contact your teaching staff team for further details.

Some classes/teaching activities cannot be moved online and must be taught on campus. To find out if you are enrolled in one of these classes/teaching activities, you can check to see if your unit is on the list of units with mandatory on-campus classes/teaching activities.

Your Unit Convenor will provide more information via an iLearn announcement when your iLearn unit becomes available.
General Information

Unit convenor and teaching staff
Unit Convenor and Lecturer
Riza Casidy
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://students.mq.edu.au/important-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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participatory task</td>
<td>20%</td>
<td>No</td>
<td>Week 2 - Week 12</td>
</tr>
<tr>
<td>Critical analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>Case study analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

### Participatory task

**Assessment Type:** Participatory task  
**Indicative Time on Task:** 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: Report
Indicative Time on Task: 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 ±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: Case study/analysis
Indicative Time on Task: 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 ±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

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 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://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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
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 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 https://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 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16/07/2021</td>
<td>Late penalty assessment updated</td>
</tr>
<tr>
<td>14/07/2021</td>
<td>Updated the late submission information</td>
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