



# MKTG3012

## New Venture Marketing

Session 1, 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.

#### 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

Unit Coordinator

John Parker

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

Contact via Email

Tuesday 5 - 6 pm.

Credit points

10

Prerequisites

40cp at 2000 level or above including (MKTG2002 or MKTG202 or ACCG2002 or FOBE202)

Corequisites

Co-badged status

Unit description

New ventures live or die by their ability to commercialise their first product or service and be able to successfully market their offerings to survive the start-up period. New venture marketers need a strategic vision of what value their new venture brings to consumers and how to compete against the products and services of established firms. A core skill for entrepreneurs, new product managers and those responsible for marketing in new ventures is that they are expected to be champions for new product innovations. This unit develops students' knowledge to identify, develop and market new ventures market offerings. Students learn how to take a new ventures offering and commercialise it. Students learn how to conceive, develop, evaluate and implement innovative marketing strategies for new ventures offerings to the market.

## 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 theories and concepts associated with new product development in new ventures

**ULO2:** Identify and apply techniques and frameworks to evaluate and analyse new

venture marketing problems

**ULO3:** Critique and make decisions with respect to new venture marketing challenges

**ULO4:** Communicate effectively new venture marketing solutions

## 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
<a href="#">Participatory task</a>	20%	No	Ongoing
<a href="#">Case study/analysis</a>	40%	No	Week 7
<a href="#">Report</a>	40%	No	Weeks 10 and 13

### Participatory task

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

Indicative Time on Task <sup>2</sup>: 12 hours

Due: **Ongoing**

Weighting: **20%**

Ongoing in class activities (exercises, problem solving challenges, in class presentations, mini-tests). Students must submit 10 out of a possible 12 participatory activities.

On successful completion you will be able to:

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Communicate effectively new venture marketing solutions

## Case study/analysis

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

Indicative Time on Task <sup>2</sup>: 24 hours

Due: **Week 7**

Weighting: **40%**

The case studies are drawn from published cases such as Harvard cases. The report is on a live/ real organisation identified in the class (either by the student or the Unit Convenor) Length: 2000 words +/- 10%

On successful completion you will be able to:

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- Critique and make decisions with respect to new venture marketing challenges
- Communicate effectively new venture marketing solutions

## Report

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

Indicative Time on Task <sup>2</sup>: 24 hours

Due: **Weeks 10 and 13**

Weighting: **40%**

The new venture report is designed to allow students to develop through research a practically orientated project. The report offers the opportunity for students to tap into different aspects of the concepts and theories covered in the unit on an applied basis to develop a deeper understanding of key areas of new venture marketing and develop a report. The focus of the assessment requires that students apply the concepts and theories they have learned during their study in this unit to a single new venture and its product and marketing. Length: 2000 words +/-10%

On successful completion you will be able to:

- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Critique and make decisions with respect to new venture marketing challenges
- Communicate effectively new venture marketing solutions

<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

This course will be delivered in online and face-to-face modes.

Students enrolled in ONLINE DELIVERY: 1-hour online recorded lecture on a weekly basis plus a 2 hour online weekly workshop.

Students enrolled in FACE-TO-FACE DELIVERY: 1-hour online recorded lecture on a weekly basis plus a 2 hour face-to-face weekly workshop on campus.

Students are expected to review the lecture material, complete the readings, watch any video content and prepare the discussion questions in advance of the weekly workshop.

## Unit Schedule

Refer iLearn: <https://ilearn.mq.edu.au/course/view.php?id=49531>

## 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>)

[du.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.