MMBA8020

Marketing Management

Term 1, Fully online/virtual 2022

Department of Marketing

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General Information

Unit convenor and teaching staff
Unit Coordinator
John Parker
john.parker@mq.edu.au
Contact via Email
Monday 5-6pm

Credit points
10

Prerequisites
Admission to MBA or PGDipMgt or GradDipMgt or GradCertMgt or MSocEntre or GradCertSocEntre

Corequisites

Co-badged status

Unit description
Marketing is a vital component to the success of any business. In a dynamic and competitive world, where consumers' preferences are changing rapidly, marketing helps a business gain insights into customers and how to create value that is unique and relevant for customers, the business, and society as a whole. Marketing ensures that value is communicated and delivered effectively to customers in order to generate sustainable profit. Thus, it is critical to understand the role, the contribution, and the process of marketing within an organisation. The focus of this unit is on developing students' knowledge of key marketing concepts and the marketing process in an organisation. Students will develop the skills to make strategic and tactical marketing decisions, and analyse the impacts of these decisions and their potential outcomes. Further, the unit will help students build the capabilities to apply the marketing concepts and tools to plan the marketing strategy and activities of a new business.

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: Analyse and apply marketing concepts, frameworks, and tools to address

marketing problems.

ULO2: Critically evaluate strategic and tactical marketing decisions and their outcomes.

ULO3: Apply ethical and responsible thinking in evaluating marketing decisions and practices.

General Assessment Information

Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
In-class Group Work	20%	No	Ongoing
Individual Project	30%	No	Week 5

Name	Weighting	Hurdle	Due
Marketing Plan	50%	No	Week 7 (group presentation). Week 10 (individual report)

In-class Group Work

Assessment Type [1]: Practice-based task
Indicative Time on Task [2]: 15 hours
Due: **Ongoing**
Weighting: **20%**

Each session, students will participate in class activities in forms of case study discussions and solutions, weekly challenges, online discussion forum, quizzes, etc.

On successful completion you will be able to:

- Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.

Individual Project

Assessment Type [1]: Project
Indicative Time on Task [2]: 30 hours
Due: **Week 5**
Weighting: **30%**

Each student needs to write a case analysis, evaluating the key decisions in the case and their outcomes, and applying ethical thinking to critically assess the decisions and practices. Students need to individually write a critical analysis of a case they choose, evaluating the key decisions made in the case and their outcomes, and applying ethical thinking to critically assess the decisions and practices.

Length: 2,000-word limit

On successful completion you will be able to:

- Critically evaluate strategic and tactical marketing decisions and their outcomes.
- Apply ethical and responsible thinking in evaluating marketing decisions and practices.

Marketing Plan

Assessment Type [1]: Report
Indicative Time on Task [2]: 20 hours
Due: **Week 7 (group presentation). Week 10 (individual report)**
Weighting: **50%**

Each student needs to present with his/her group and write an individual report based on the marketing plan they have been working on during the sessions. Specially, students need to write a report covering the following topics: 1. What is the role, contribution, and process of marketing in the organization? 2. What alternative tactical decisions do you recommend, please justify.

Length: 20 minutes group presentation (individually assessed based on the parts covered) and 2,000-word limit individual report

On successful completion you will be able to:

- Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.
- Critically evaluate strategic and tactical marketing decisions and their outcomes.

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[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

This unit will be delivered **online** with a combination of pre-recorded lectures and readings (to be completed each week), prior to a 2-hour weekly online Zoom workshop.

There is no prescribed textbook for the unit, but a list of required readings for each week is made available on iLearn, together with other resources to support your learning.

Unit Schedule

Please refer to iLearn for the Unit Schedule.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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
- Assessment Procedure
- Complaints Resolution 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). 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) 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

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

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

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.