



# MKTG2008

## Marketing Management

Session 1, In person-scheduled-weekday, North Ryde 2022

*Department of Marketing*

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## General Information

Unit convenor and teaching staff  
Convenor/Lecturer/Workshop facilitator  
Pardis Mohajerani  
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Contact via Via Email  
Room 136, 3 Management Drive  
Tuesdays 1pm-2pm via Zoom or F2F

Credit points  
10

Prerequisites  
40cp at 1000 level or above including MKTG1001 or MKTG101

Corequisites  
MKTG1003 or MKTG203

Co-badged status

Unit description  
In competitive business environments, developing and managing superior value offerings for customers is vital. Managing the marketing offering of a firm is central to market success. To that end, practitioners need to own a set of skills and be able to utilise a mix of tools to target and satisfy their consumers' needs. This unit develops students' knowledge and skills to identify target markets, shape a product mix, deliver value to target markets through a communication mix, identify distribution channels, and formulate a pricing mix. Students develop skills of setting objectives, identifying problems, identifying and evaluating alternatives, and implementing an optimal decision.

## 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:** Collaborate to identify and discuss marketing concepts.

**ULO2:** Critically analyse and communicate marketing management problems and opportunities.

**ULO3:** Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

## General Assessment Information

**Late submissions of assessments** 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
<u>Creative Work</u>	10%	No	Week 9
<u>Practice-based activities</u>	20%	No	Weeks 2 to 13
<u>Case Study Analysis</u>	70%	No	Week 7 and Week 13

## Creative Work

Assessment Type <sup>1</sup>: Creative work

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 9**

Weighting: **10%**

This is a group task. Each group will collaborate to produce a video reflecting their understanding and perceptions of marketing. The focus of this assignment is on creativity and originality.

On successful completion you will be able to:

- Collaborate to identify and discuss marketing concepts.

## Practice-based activities

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

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

Due: **Weeks 2 to 13**

Weighting: **20%**

Students will participate in oral case discussions during the workshops.

On successful completion you will be able to:

- Critically analyse and communicate marketing management problems and opportunities.

## Case Study Analysis

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

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **Week 7 and Week 13**

Weighting: **70%**

Students are required to submit two separate 1500 +/- 10% word case analysis write-ups (35% each) via Turnitin.

On successful completion you will be able to:

- Critically analyse and communicate marketing management problems and opportunities.

- Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

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<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

### DELIVERY FORMAT

The unit is delivered in a combination of weekly seminars/lectures and weekly workshops.

Starting from week 1, there will be one-hour pre-recorded seminar/lecture, one and a half hour (1.5) synchronous workshop which will be online or face-to face according to students' enrolment detail and half an hour (0.5) asynchronous workshop (e.g., discussion forum, uploaded videos etc). Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.

### REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

**Textbook:** *Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, published by Pearson. Only selected chapters from the textbook will be used. A Pearson custom book version of the textbook, including only the assigned chapters.*

**Case Studies:** 12 Harvard Business School cases, available on iLearn <https://ilearn.mq.edu.au/login/>

### TECHNOLOGY USED & REQUIRED

- The course will make use of iLearn and email for communication with the teaching staff and between students.
- Students will need access to a reliable Internet service to complete this unit.
- Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.
- Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.

## SATISFACTORY COMPLETION OF UNIT

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

## CLASSES

- Students must familiarise themselves with the unit's iLearn site.
- Students should access the unit's iLearn site regularly (**minimum twice a week**) and check for updates and posts.
- Details of teaching times and locations are available at: <https://timetables.mq.edu.au/2022/>
- Students are expected to participate in classes, be prepared to discuss the **case studies assigned in each week**.
- Students are expected to arrive on time and not to leave until the class ends.

## Unit Schedule

Please refer to [iLearn](#) for more detailed information about 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](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)

## 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/](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.