



# MKTG3012

## New Venture Marketing

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

*Department of Marketing*

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#### **Disclaimer**

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## 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

Friday 2-3pm

Credit points

10

Prerequisites

40cp at 2000 level or above including (MKTG2008 or MKTG208 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:** Critically evaluate theories and concepts associated with new product development in new ventures.

**ULO2:** Apply appropriate techniques and frameworks to critically evaluate new venture

marketing opportunities and problems.

**ULO3:** Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

## 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>Practice-based activities</u>	20%	No	Ongoing
<u>Case study/analysis</u>	40%	No	Week 7
<u>Report</u>	40%	No	Weeks 10 and 13

## Practice-based activities

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:

- Critically evaluate theories and concepts associated with new product development in new ventures.

## 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 case studies. 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:

- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.
- Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

## 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:

- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.
- Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

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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

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.

There is no formal text for this subject. Please refer to weekly readings on iLearn.

## Unit Schedule

Please refer to iLearn

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.s.mq.edu.au) (<https://policies.s.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) (<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](https://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.