MKTG3004

PACE: Marketing Project

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

Department of Marketing

Contents

General Information 2

Learning Outcomes 2

General Assessment Information 3

Assessment Tasks 3

Delivery and Resources 5

Unit Schedule 7

Policies and Procedures 11

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General Information

Unit convenor and teaching staff Unit Convenor Leanne Carter leanne.carter@mq.edu.au Contact via email Room 135, 3MD Wednesdays 3.00pm to 4.00pm and at other times by appointment
Credit points 10
Prerequisites 130cp at 1000 level or above including MKTG202 or MKTG2002 or MKTG2008 or MKTG208
Corequisites
Co-badged status
Unit description Today, the competitive business world needs people who can bridge the gap between theory and practice. Businesses need marketers who can integrate their knowledge and consolidate their skills essential in designing and implementing marketing research projects to understand market behavior and develop useful marketing strategies. This unit develops students' ability to apply marketing theory to practice through solving a marketing problem for a Client Partner. This unit focuses on identifying factors which influence the competitive positioning of a firm within an industry and to achieve an ethical, socially responsible, and sustainable competitive advantage.

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: Identify factors that influence the competitive position of a firm.

ULO2: Synthesise a range of perspectives on marketing strategies in practice to identify and effectively communicate potential solution/s.

ULO3: Reflect on team processes that enable industry analysis, assessment of

marketing opportunities and the development of potential solution/s.

ULO4: Reflect on ethical considerations in marketing contexts.

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
Multimedia Production	20%	No	Week 3
Report	25%	No	Week 7
Project	40%	No	Week 12
Reflection	15%	No	Week 13

Multimedia Production

Assessment Type [1]: Creative work
Indicative Time on Task [2]: 20 hours
Due: **Week 3**
Weighting: **20%**

Students will produce a 3-5 minute multimedia production.

On successful completion you will be able to:

- Reflect on ethical considerations in marketing contexts.

Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 20 hours
Due: **Week 7**
Weighting: **25%**

Submit a 2,000 word progress report to demonstrate your understanding of the relevant situation analysis in the group marketing project. This is an individual assignment.

On successful completion you will be able to:

- Identify factors that influence the competitive position of a firm.

Project

Assessment Type [1]: Project
Indicative Time on Task [2]: 20 hours
Due: **Week 12**
Weighting: **40%**

This is a group task which is made up of two components:

- Group Report - 3,000 words, is written by all members of the group
- Individual Presentation of 3 to 5 minutes

On successful completion you will be able to:

- Synthesise a range of perspectives on marketing strategies in practice to identify and effectively communicate potential solution/s.

Reflection

Assessment Type [1]: Reflective Writing
Indicative Time on Task [2]: 10 hours
Due: **Week 13**
Weighting: **15%**

Submit a 1,000 word critical reflection on teamwork.

On successful completion you will be able to:

- Reflect on team processes that enable industry analysis, assessment of marketing opportunities and the development of potential solution/s.

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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

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

Students enrolled in FACE-TO-FACE DELIVERY: there will be 1-hour online pre-recorded lecture on a weekly basis, plus a 2-hour face-to-face weekly workshop.

The unit is comprised of:

• One recorded Lecture per week that is to be viewed prior to attending your tutorial

plus

• 13 x 2 hour tutorials in weeks 1 to 13.

• Students are required to form groups in Week 1 of session. It is therefore important that,once students are enrolled in a tutorial students should remain in that particular tutorial, as changing would be disruptive to fellow students. It also means you **MUST be in attendance at week 1 tutorial.**

• Students are expected to arrive on time, and not leave until the class ends.

The timetable for classes can be found on the University web site at:
http://www.timetables.mq.edu.au/

Group Work

Group work is an inherent requirement for completing this unit satisfactorily.

Prizes

Prizes for this unit MKTG3004: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Prizes for all PACE Subjects

Prof. Judyth Sachs PACE Prizes: https://students.mq.edu.au/experience/practical-experience/pace-experience/apply-for-a-prize

This PACE Prize is awarded at the completion of the academic year for all students enrolled in PACE subjects across the whole university.

Required and Recommended Texts And/or Materials

Required and Recommended Texts And/or Materials

Required Text

Kim, W.C. and Mauborgne, R. (2014). Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard Business Review Press.

Other Readings you may find helpful with your project

D'Alessandro, S., Lowe, B., Winzar, H., Zikmund, W., & Babin, B. J. (2017). *Marketing*

Research: Asia-Pacific Edition. Cengage AU.

Elliott, G., Rundle-Thiele, S. & Waller, D., 2019. *Marketing*, 4/E. John Wiley & Sons, Australia.

Kerin, R.A. & Peterson, R.A., 2012. *Strategic Marketing Problems: Cases and Comments,* International Edition, 13/E. Pearson Education USA.

Levitt, T., (1960). Marketing myopia. *Harvard business review*, 38(4), pp.24-47.

Ling, P., D'Alessandro, S. & Winzar, H. (2015). *Consumer Behaviour in Action*. Oxford

University. Press Australia and New Zealand.

Palmatier, Robert and Shrihari Sidhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan Education.

Porter, M.E. (2008). The five competitive forces that shape strategy. *Harvard business review*, 86(1), pp.25-40.

Porter, M.E. (1986). Competition in global industries: A conceptual framework. *Competition in global industries*, 15, p.60.

Webster, F.E. (1988). The rediscovery of the marketing concept. *Business horizons*, 31(3), pp.29-39.

Zikmund, Ward, Winzar, Lowe & Babin. (2011) *Marketing Research: 2nd Asia-Pacific Edition*, Cengage.

Technology Used: Unit web page

Please note the unit's logon iLearn address is: http://ilearn.mq.edu.au

Here you will find the unit resources, learning materials, important announcements, rubrics, and assessment drop boxes. It is each student's responsibility to regularly check iLearn.

The tutorials in this unit will not be recorded using iLearn. Industry presentations by senior executive, may not be recorded due to commercial in confidence information. Your presence at these lectures is compulsory. Attendance will be recorded. Non-attendance at industry presentations may result in your inability to complete required tasks for the overall unit. You will not be able to undertake the group project without attending and engaging with industry partners.

Unit Schedule

Week	Lectures Asynchronous Posted on Monday Morning to iLearn	Tutorial F2F or Zoom Sessions Synchronous (In timetabled tutorial time)	Assessments and other significant information
Week 1	Introduction to unit and Ethics	Unit Guide and Assessments Forming Groups Zoom Sessions 2 Breakout rooms of 15 students (120 mins)	

Week 2	Red Ocean and Other Marketing Frameworks	Review Ethics and CSR activities Secondary research about the Client Partner (getting ready for their presentation) Zoom Sessions 2 Breakout rooms of 15 students (120 mins)	
Week 3	Client Partner Presentation (live) *Client presentation replaces usual lecture* *MONDAY 7th March* *to be confirmed*	NO COMPULSORY TUTORIAL THIS WEEK	**Multi-media Video Presentation** **Due 11pm Sunday**
Week 4	From Red Ocean to Blue Ocean -The Four Phases for Analysis	Situation Analysis Phases 1 to 4 Activities Zoom Sessions 4 Breakout rooms (30 mins per phase)	
Week 5	Australian Marketplace Data, Consumers, Competitors, the Supply Chain and the Client Partner	Situation Analysis Phase 1 to 4 Activities Phase 1-4 Zoom Sessions 4 Breakout rooms (30 mins per phase)	

Week 6	Marketing Frameworks Revisited	Situation Analysis Phase 1 to 4 Activities Zoom Session Student Consultations as required- please refer to your individual Tutor for further details	Marks released and feedback for Multimedia Video Presentation
Week 7	Working in High Performing Teams Combining Porter's model, the Value Chain, PESLTE and other Marketing Frameworks with Blue Ocean Tools	Working in High Performing Teams: the worksheet activities Blue Ocean Strategy: Tools of Analysis -start thinking of potential solutions for our industry partner. Zoom Session After being briefed on the Team Worksheets, Students should be working independently as they finalise their phase reports. Q&A drop in clinic as required.	**Phase Reports** **Due 11pm Sunday**
	NO CLASSES	**MID SESSION BREAK**	
Week 8	**NO LECTURE** Public Holiday on the Monday	Feedback on Phase Reports Strategy Development (BOS) -Using Blue Ocean tools of analysis to identify potential strategies Zoom Session Up to 10 breakout rooms of 4 students Groups 1 to 10	Marks released and feedback for Phase Reports

Week 9	Blue Ocean Strategy	Strategy Development (BOS) Zoom Session Up to 10 breakout rooms of 4 students Groups 1 to 10	
Week 10	Persuasive Presentations Application of Blue Ocean tools for the Industry Partner	Persuasive Presentations and Strategy Development (BOS) Zoom Session Up to 10 breakout rooms of 4 students Groups 1 to 10	
Week 11	Blue Ocean Tools and the Strategies-putting them all together	Strategy Development (BOS)-Finalising the Strategies Open Zoom session for all students in tutorial class	
Week 12	The Importance of Reflection in Education, Work and Life	Student Presentations Students to work on reflective journals. Open Zoom session for all students in tutorial class	**Group Report** **Due Sunday 11pm** **and** **Group Presentation** **Due Sunday 11pm** **and** **Individual Peer Assessment Form** **Due Sunday 11pm**
Week 13	Grand Final Presentations and Reflections from the Client Partner	Student consultations Students to work on reflective journals. Open Zoom session for all students in tutorial class	**Reflective Journal** **Due 11pm Sunday** ***Marks for Reflective Journal and Individual Presentation are to be withheld until all grades are released with final results.***

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.