



# MKTG7020

## Marketing Theory

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

*Department of Marketing*

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## General Information

Unit convenor and teaching staff  
Unit Convenor and Lecturer  
Riza Casidy  
[riza.casidy@mq.edu.au](mailto:riza.casidy@mq.edu.au)  
Tuesday 6.00 - 7.00 PM via Zoom

Credit points  
10

Prerequisites  
Admission to MRes

Corequisites

Co-badged status

### Unit description

In order to compete effectively in increasingly dynamic markets, firms must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals. This cognition is enhanced when they can effectively apply marketing theories to identify marketing opportunities and solve marketing problems. Marketing theories explain how and why value is created and offered to consumers and captured by the firm. Through appropriate identification and utilization of marketing theory, firms can deal with challenges from consumers as well as markets that may simply go beyond the traditional boundaries that are thought to operate. In this unit, students will develop knowledge of differing perspectives and schools of thought about marketing theory, and contemporary debates on marketing theory and practice. Students will learn to critically analyse marketing theories and identify differences and similarities in marketing theories. Students will apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

## 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 and evaluate diverse marketing theories

**ULO2:** Critically analyse marketing theories and identify differences and similarities

**ULO3:** Apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

**ULO4:** Identify and justify a relevant gap between marketing theory and practice

## 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
Practice-based activities	20%	No	Week 2 - 12
Critical Analysis	40%	No	Week 7

Name	Weighting	Hurdle	Due
Essay	40%	No	Week 13

## Practice-based activities

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

Indicative Time on Task <sup>2</sup>: 26 hours

Due: **Week 2 - 12**

Weighting: **20%**

In these practice-based activities, students will be assessed based on the extent of their contribution to discussion, accuracy of their answers to questions, and the relevance of comments and questions to the weekly topic discussed in workshops/forum.

On successful completion you will be able to:

- Critically analyse marketing theories and identify differences and similarities
- Apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

## Critical Analysis

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

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 7**

Weighting: **40%**

You are to select one marketing theory / concept from your seminar material, prescribed/ recommended readings, or any teaching materials provided to you from Week 1 - Week 5 and explain how the theory has evolved over the years, identify the similarity/differences between this theory and other related theories. Further, you have to apply the chosen theory and recommend how marketing practitioners can address a contemporary marketing issue based on the theory. You have to provide a 2000 words  $\pm 10\%$  written analysis.

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories
- Critically analyse marketing theories and identify differences and similarities

## Essay

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

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 13**

Weighting: **40%**

Students will be asked to identify a relevant gap between marketing theory and practice in the essay, and recommend future research directions to address this gap – what should marketing theorists do to enhance the relevance of the theories and what should marketing practitioners do to adapt/adopt theories in practice.

On successful completion you will be able to:

- Apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.
- Identify and justify a relevant gap between marketing theory and practice

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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

The unit has both face to face and online delivery. The delivery time for this unit is 3 hours per week over 13 weeks period, which consists of: • 1 hour online pre-recorded lecture • 30 minutes online practical activities related to the lecture content • 1.5 hour online/face to face workshop. The unit is delivered in a flipped mode. Students should watch the pre-recorded lecture and engage in online practical activities prior to participating in the workshop. In addition to the 3 hours described above, students are expected to spend a minimum of 3 hours per week for class preparation and studying the online resources and reading materials.

**There is no prescribed textbook for the unit.** All required and recommended readings are journal articles that are accessible on [iLearn](#).

## Unit Schedule

Please refer to [iLearn](#) for detailed unit schedule

## 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](#)
- [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.