General Information

Unit convenor and teaching staff
Lecturer
Lisa Rohanek
lisa.rohanek@mq.edu.au
Wed 12-1pm via Zoom

Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
Marketing refers to the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. In today’s competitive business environment, it is important for practitioners to understand the marketing process and the marketing related decisions that organizations must take to satisfy the needs and wants of customers, and create value for stakeholders. This unit covers the principles of marketing. Students learn the role of marketing in business and society, and how marketing is based on an understanding of consumer value. Students gain knowledge of core marketing principles including scoping and analyzing the marketing environment, marketing research, consumer behaviour, and managing the marketing mix to influence consumers. Students learn how to apply core marketing principles to do marketing effectively and sustainably.

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: Evaluate marketing concepts and critique their application within real-world scenarios, individually and/or in collaboration

ULO2: Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments
ULO3: Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of ‘0’ will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>50%</td>
<td>No</td>
<td>Group Report Week 13 (participation week 2-week 11)</td>
</tr>
<tr>
<td>Practice-based activities</td>
<td>30%</td>
<td>No</td>
<td>First Submission Week 5 and Second Submission Week 8</td>
</tr>
<tr>
<td>Presentation</td>
<td>20%</td>
<td>No</td>
<td>Week 11</td>
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Report

Assessment Type 1: Report  
Indicative Time on Task 2: 20 hours  
Due: Group Report Week 13 (participation week 2-week 11)  
Weighting: 50%

Over ten weeks students will work with a group on a marketing creative project. You will apply concepts learned each week into your marketing project. The assessment is worth 50%, consisting of 30% 1500 word group report and 20% in class individual participatory tasks related to the project. Participation is 10 weeks x 2% each week.

On successful completion you will be able to:

- Evaluate marketing concepts and critique their application within real-world scenarios, individually and/or in collaboration.

https://unitguides.mq.edu.au/unit_offerings/158071/unit_guide/print 3
• Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments
• Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

Practice-based activities
Assessment Type 1: Participatory task
Indicative Time on Task 2: 15 hours
Due: First Submission Week 5 and Second Submission Week 8
Weighting: 30%

Demonstration of key marketing concepts submitted over two submission. A piece of work showcasing knowledge and understanding of marketing learnings from workshops. Submitted as 2 x 500 word pieces of work. The activities will be authentic and students will practice within groups during workshop time.

On successful completion you will be able to:
• Evaluate marketing concepts and critique their application within real-world scenarios, individually and/or in collaboration
• Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments
• Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

Presentation
Assessment Type 1: Presentation
Indicative Time on Task 2: 10 hours
Due: Week 11
Weighting: 20%

You are explaining the marketing mix and strategic options to a client of your choice. Through a five minute recorded presentation you will be able to showcase your knowledge and understanding of the marketing mix using a brand of your choice.

On successful completion you will be able to:
• Evaluate marketing concepts and critique their application within real-world scenarios,
individually and/or in collaboration
• Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

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
Please refer to Ilearn for details

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Task</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>24 July</td>
<td>Marketing and Value Creation</td>
<td></td>
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<tr>
<td>2</td>
<td>31 July</td>
<td>Segmentation and Targeting</td>
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<tr>
<td>3</td>
<td>7 Aug</td>
<td>Differentiation and positioning</td>
<td></td>
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<tr>
<td>4</td>
<td>14 Aug</td>
<td>Consumer Behaviour</td>
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<tr>
<td>5</td>
<td>21 Aug</td>
<td>Big Data and Customer Insights</td>
<td>(Ass 1) Portfolio 1</td>
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<tr>
<td>6</td>
<td>28 Aug</td>
<td>Product and Service Development</td>
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<tr>
<td>7</td>
<td>4 Sep</td>
<td>Pricing and Value Proposition</td>
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<td>RECESS</td>
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<tr>
<td>8</td>
<td>25 Sep</td>
<td>Distribution channels and supply chain</td>
<td>(Ass 1) Portfolio 2</td>
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<tr>
<td>9</td>
<td>2 Oct</td>
<td>Integrated marketing communications</td>
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### 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](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 Advocacy provides independent advice on MQ policies, procedures, and processes

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.

Changes from Previous Offering

A focus has been placed on creating value for the customer as part of the marketing context.

Oral assessment has been moved to earlier in the session to remove the heavy end of session assessment weighting close to exam window.