



MKTG1001

Marketing Fundamentals

Session 2, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer

Lisa Rohanek

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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

Name	Weighting	Hurdle	Due
Report	50%	No	Group Report Week 13 (participation week 2-week 11)
Practice-based activities	30%	No	First Submission Week 5 and Second Submission Week 8
Presentation	20%	No	Week 11

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

- 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

Week	Date	Topic	Task
1	24 July	Marketing and Value Creation	
2	31 July	Segmentation and Targeting	
3	7 Aug	Differentiation and positioning	
4	14 Aug	Consumer Behaviour	
5	21 Aug	Big Data and Customer Insights	(Ass 1) Portfolio 1
6	28 Aug	Product and Service Development	
7	4 Sep	Pricing and Value Proposition	
	RECESS		
8	25 Sep	Distribution channels and supply chain	(Ass 1) Portfolio 2
9	2 Oct	Integrated marketing communications	

10	9 Oct	Social media marketing	
11	16 Oct	Experiential marketing	(Ass 3) Oral Presentation
12	23 Oct	Marketing Ethics	
13	30 Oct	Collaborative marketing	(Ass 2) Final Report

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 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 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.