



# MKTG3004

## PACE: Marketing Project

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

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Leanne Carter

[leanne.carter@mq.edu.au](mailto:leanne.carter@mq.edu.au)

Room 229, 4ER

Please email for an 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.

Visit [Employability Connect](#) for important information on this unit.

## 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 independently and collaboratively 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 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
<u>Multimedia Production</u>	20%	No	Week 3
<u>Report</u>	25%	No	Week 7
<u>Project</u>	40%	No	Week 12
<u>Reflection</u>	15%	No	Week 13

### Multimedia Production

Assessment Type <sup>1</sup>: Creative work

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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 <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 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 (20%)
- Individual Presentation of 3 to 5 minutes (20%)

On successful completion you will be able to:

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

## Reflection

Assessment Type <sup>1</sup>: Reflective Writing

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

Students enrolled ONLINE: This unit provides a ONE hour online pre-recorded lecture on a weekly basis, plus a 2-hour online weekly tutorial.

Students enrolled in FACE-TO-FACE DELIVERY: This unit provides a ONE hour online pre-recorded lecture on a weekly basis, plus a 2-hour face-to-face weekly tutorial.

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, you 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](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 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.

Kotler, P. (1979). Strategies for Introducing Marketing into Nonprofit Organizations. *Journal of Marketing*, 43(1), 37–44. <https://doi.org/10.1177/002224297904300104>

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, C. M., & Carter, L. M. (2014). *Social marketing: good intentions* (First edition.). Prahran, VIC: Tilde Publishing and Distribution.

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.

## Unit Schedule

Please see iLearn for details

## 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 an](#)

[d 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/](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

No changes from previous offering.