



# MKTG7020

## Marketing Theory

Session 2, Online-scheduled-weekday 2023

*Department of Marketing*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>General Assessment Information</u></a>	3
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	5
<a href="#"><u>Unit Schedule</u></a>	5
<a href="#"><u>Policies and Procedures</u></a>	5

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## General Information

Unit convenor and teaching staff

Unit Convenor

Alena Soboleva

[alena.soboleva@mq.edu.au](mailto:alena.soboleva@mq.edu.au)

Contact via Contact via email

Fridays 11 am to 12 pm

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 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>Practice-based activities</u>	20%	No	Weeks 2-12
<u>Critical Analysis</u>	40%	No	Week 7
<u>Essay</u>	40%	No	Week 13

### Practice-based activities

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

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

Due: **Weeks 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 more information

## 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 \(https://policies.mq.edu.au\)](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 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.