MKTG3012

New Venture Marketing

Session 1, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
Unit Coordinator
Scott Koslow
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Contact via Email
Friday 1-2pm by appointment

John Parker
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Credit points
10

Prerequisites
40cp at 2000 level or above including (MKTG2008 or MKTG208 or ACCG2002 or FOBE202)

Corequisites

Co-badged status

Unit description
New ventures live or die by their ability to commercialise their first product or service and be able to successfully market their offerings to survive the start-up period. New venture marketers need a strategic vision of what value their new venture brings to consumers and how to compete against the products and services of established firms. A core skill for entrepreneurs, new product managers and those responsible for marketing in new ventures is that they are expected to be champions for new product innovations. This unit develops students' knowledge to identify, develop and market new ventures market offerings. Students learn how to take a new ventures offering and commercialise it. Students learn how to conceive, develop, evaluate and implement innovative marketing strategies for new ventures offerings to the market.

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: Critically evaluate theories and concepts associated with new product

development in new ventures, individually and in collaboration.

ULO2: Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.

ULO3: Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

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
Practice-based activities	20%	No	weeks 2-8 & 11-13
Case study/analysis	40%	No	week 7
Report	40%	No	weeks 10 & 13

Practice-based activities

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 12 hours
Due: **weeks 2-8 & 11-13**
Weighting: **20%**

Ongoing in class activities (exercises, problem solving challenges, in class presentations, mini-tests). Students must submit 10 out of a possible 12 participatory activities.

On successful completion you will be able to:
- Critically evaluate theories and concepts associated with new product development in

new ventures, individually and in collaboration.

Case study/analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 24 hours
Due: **week 7**
Weighting: **40%**

The case studies are drawn from published case studies. The report is on a live/real organisation identified in the class (either by the student or the Unit Convenor) Length: 2000 words +/- 10%

On successful completion you will be able to:

- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.
- Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 24 hours
Due: **weeks 10 & 13**
Weighting: **40%**

The new venture report is designed to allow students to develop through research a practically orientated project. The report offers the opportunity for students to tap into different aspects of the concepts and theories covered in the unit on an applied basis to develop a deeper understanding of key areas of new venture marketing and develop a report. The focus of the assessment requires that students apply the concepts and theories they have learned during their study in this unit to a single new venture and its product and marketing. Length: 2000 words +/-10%

On successful completion you will be able to:

- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.
- Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

[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

This course will be delivered in online and face-to-face modes.

Students enrolled in ONLINE DELIVERY: 1-hour online recorded lecture on a weekly basis, plus a 2 hour online weekly workshop.

Students enrolled in FACE-TO-FACE DELIVERY: 1-hour online recorded lecture on a weekly basis, plus a 2 hour face-to-face weekly workshop on campus.

Students are expected to review the lecture material, complete the readings, watch any video content and prepare the discussion questions in advance of the weekly workshop.

There is no formal text for this subject. Please refer to weekly readings on iLearn.

Unit Schedule

Please refer to iLearn for details

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

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.