



MKTG6096

Introduction to Marketing Management

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

Department of Marketing

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General Information

Unit convenor and teaching staff
Convenor/Lecturer/Workshop facilitator
Pardis Mohajerani
pardis.mohajerani@mq.edu.au
Contact via Via Email
Room 238, 4 Eastern Road
Fridays 4pm-5pm, online or F2F

Credit points
10

Prerequisites
Admission to MCom or MBioBus or MIntBus or MMgmt

Corequisites

Co-badged status

Unit description
Marketing is the coordinated and integrated efforts of an organisation to satisfy relevant customer needs and achieve organisational goals. It involves a systematic process whereby opportunities are identified and marketing practices are implemented. New techniques, tools and technologies are constantly being adopted by marketers, leading to a new marketing environment that demands greater efficiency and effectiveness to market products, services and brands. This unit develops students' knowledge of marketing concepts and frameworks. Students will develop skills to critically analyse marketing concepts and their applications. Students will also learn to analyse marketing activities driving product/service consumption.

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 the concepts and principles which underpin the discipline of marketing.
- ULO2:** Critically analyse marketing concepts and their application.
- ULO3:** Analyse marketing activities driving product/service consumption.

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	Week 2 to Week 13
<u>Marketing Plan</u>	40%	No	Week 13
<u>Online Quiz</u>	10%	No	Week 3 to Week 12
<u>Critical Analysis of Marketing Concepts and Their Applications</u>	30%	No	Week 8

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Week 2 to Week 13**

Weighting: **20%**

Practice-based activities completed during weekly workshops are to reinforce your learning and give you the opportunity to share your theoretical and practical knowledge of marketing concepts, principles and issues. There will be four random collections across the session. Each task is worth 5%.

On successful completion you will be able to:

- Explain the concepts and principles which underpin the discipline of marketing.
- Critically analyse marketing concepts and their application.

Marketing Plan

Assessment Type ¹: Report

Indicative Time on Task ²: 40 hours

Due: **Week 13**

Weighting: **40%**

Students will analyse marketing activities of a product/service and produce a 2000 word (plus or minus 10%) individual report on their analysis.

On successful completion you will be able to:

- Critically analyse marketing concepts and their application.
- Analyse marketing activities driving product/service consumption.

Online Quiz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 10 hours

Due: **Week 3 to Week 12**

Weighting: **10%**

10 online quizzes of 10 questions each with a set time limit to be completed before classes, 1 mark each week.

On successful completion you will be able to:

- Explain the concepts and principles which underpin the discipline of marketing.

Critical Analysis of Marketing Concepts and Their Applications

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 8**

Weighting: **30%**

The 1,500 word (plus or minus 10%) report is designed to evaluate your ability to explain,

compare or analyse marketing theories and concepts.

On successful completion you will be able to:

- Critically analyse marketing concepts and their application.
- Analyse marketing activities driving product/service consumption.

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

TEACHING AND LEARNING STRATEGY

The unit is delivered in a combination of weekly **pre-recorded seminars/lectures (1.5 hours)** and **workshops (1.5 hours)**. Please note that workshop will be online or face-to face according to students' enrolment detail. Students are expected to be active and engaged learners, contributing fully to workshop activities and discussions.

The seminar/lecture notes and recordings will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis.

CLASSES

- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Text: Greg Elliott, Sharyn Rundle-Thiele, David Waller, Sandra Smith, Liz Eades, Ingo Bentrrott (2021), Marketing, 4th Edition, ISBN: 9780730363248, 9780730362999 Brisbane: John Wiley & Sons. <http://www.wileydirect.com.au/buy/marketing-4th-edition/>. **This text is now available in print and interactive e-text VIA MQ Library. More information will be available via iLearn.**

Additional recommended textbooks: Grewal, D., Levy, M. (2021), Marketing (3rd Edition), New York, McGraw-Hill Education.

Students should also consult the wide range of industry reports and marketing journals such as the following (via the Macquarie University library):

- Passport (Euromonitor International)
- McKinsey and Company
- Forbes
- Wall Street Journal
- CNN Money
- Journal of Marketing
- Journal of Marketing Management
- Journals of Consumer Research
- Journal of Marketing Research
- Harvard Business Review
- European Journal of Marketing
- International Journal of Research in Marketing
- Business Horizons
- Journal of Brand Management
- Journal of Advertising Research
- Journal of Retailing
- Australasian Marketing Journal
- Australian Marketing Researcher
- International Marketing Review
- The Economist
- Business Review Weekly

TECHNOLOGY USED & REQUIRED

- The course will make use of iLearn and email for communication with the teaching staff and between students.
- Students will need access to a reliable Internet service to complete this unit.
- Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.
- Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.

SATISFACTORY COMPLETION OF UNIT

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

Unit Schedule

Please refer to [iLearn](#) for more detailed information about Unit Schedule.

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.