



MKTG2008

Marketing Management

Session 2, In person-scheduled-weekday, North Ryde 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor/ Senior Lecturer

Dr. Pardis Mohajerani

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Contact via Email

Room 238, 4 Eastern Road

Wednesdays 3:30pm-4:30pm, online or F2F by appointment

Credit points

10

Prerequisites

40cp at 1000 level or above including MKTG1001 or MKTG101

Corequisites

MKTG1003 or MKTG203

Co-badged status

Unit description

In competitive business environments, developing and managing superior value offerings for customers is vital. Managing the marketing offering of a firm is central to market success. To that end, practitioners need to own a set of skills and be able to utilise a mix of tools to target and satisfy their consumers' needs. This unit develops students' knowledge and skills to identify target markets, shape a product mix, deliver value to target markets through a communication mix, identify distribution channels, and formulate a pricing mix. Students develop skills of setting objectives, identifying problems, identifying and evaluating alternatives, and implementing an optimal decision.

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 and discuss marketing concepts, individually and in collaboration.

ULO2: Critically analyse and communicate marketing management problems and opportunities.

ULO3: Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

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 apply for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Practice-based activities</u>	25%	No	Weeks 2 to 13
<u>Case Study Analysis</u>	35%	No	Week 8
<u>Marketing Management Report</u>	40%	No	Week 13

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 15 hours

Due: **Weeks 2 to 13**

Weighting: **25%**

Students will participate in weekly in-class activities working collaboratively with peers to examine professional marketing practices.

On successful completion you will be able to:

- Identify and discuss marketing concepts, individually and in collaboration.

Case Study Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 22 hours

Due: **Week 8**

Weighting: **35%**

Students are required to individually submit one 1500 +/- 10% word case analysis write-up (35%) via Turnitin. A number of case studies will be nominated. Students are assigned randomly to a case study.

On successful completion you will be able to:

- Critically analyse and communicate marketing management problems and opportunities.

Marketing Management Report

Assessment Type ¹: Report

Indicative Time on Task ²: 30 hours

Due: **Week 13**

Weighting: **40%**

Individually, students critically analyse marketing activities/practices of a company and write a 2000-words +/-10% report.

On successful completion you will be able to:

- Critically analyse and communicate marketing management problems and opportunities.
- Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

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

DELIVERY FORMAT

The unit is delivered in a combination of weekly seminars/lectures and weekly workshops.

Starting from **week 1**, there will be **1-hour pre-recorded weekly lecture**

and 2-hour workshop which 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.

TEACHING AND LEARNING STRATEGY

- Students must familiarise themselves with the **unit's iLearn site**.
- Students should access the unit's iLearn site regularly (**minimum twice a week**) and check for **announcements, updates and posts**.
- Details of teaching times and locations are available at: <https://timetables.mq.edu.au>
- Students are expected to participate in classes, be prepared to discuss and participate in class activities **in each week**.
- Students are expected to arrive on time and not to leave until the class ends.

REQUIRED TEXTBOOK

Kotler, P., & Keller, K. L. (2022). *Marketing Management, Global Edition* (16th ed.). Pearson International Content

Note: MQ library provides **free access** to the above E-book. More detailed information is provide on ilearn under '**Unit Infromation and Resources**'.

RECOMMENDED TEXTBOOKS

- Grewal, D., Levy, M. (2021), *Marketing* (3rd Edition), New York, McGraw-Hill Education.
- Elliott, G., Rundle-Thiele, S., Waller, D., Smith, S, Eades, L., Bentrrott, I.(2021),*Marketing* (5th Edition), Brisben, John Wiley & Sons.
- Hollensen, S. (2019). *Marketing Management* (4th ed.). Pearson International Content.
- Kotler, P., & Keller, D.K. L. (2019). *Marketing Management, Global Edition* (15th ed.). Pearson International Content.

Note: MQ library provides **free access** to the above E-books. More detailed information is provide on ilearn under '**Unit Infromation and Resources**'.

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.

Unit information based on version 2024.02 of the [Handbook](#)