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Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
# General Information

Unit convenor and teaching staff

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Please email for an appointment  

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Tutor
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Please email for an appointment  

Tutor
Teresa Corsalini  
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Contact via email  
TBA  
Please email for an appointment  

**Credit points**
10

**Prerequisites**
130cp at 1000 level or above including MKTG2002

**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 behaviour 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 apply for Special Consideration.
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia Production</td>
<td>20%</td>
<td>No</td>
<td>Week 3</td>
</tr>
<tr>
<td>Report</td>
<td>25%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
<td>No</td>
<td>Week 12</td>
</tr>
<tr>
<td>Reflection</td>
<td>15%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

Multimedia Production
Assessment Type 1: Creative work
Indicative Time on Task 2: 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 1: Report
Indicative Time on Task 2: 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 1: Project
Indicative Time on Task: 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: Reflective Writing
Indicative Time on Task: 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.

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
Please refer to iLearn for details
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/](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

The Reflective Journal Assessment has changed from previous semesters to include an analysis of a variety of graduate capabilities, beyond teamwork.

Unit information based on version 2024.03 of the Handbook