



# MMBA8020

## Marketing Management

Term 3, Online-scheduled-weekday 2024

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

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Dr Rico Piehler

[rico.piehler@mq.edu.au](mailto:rico.piehler@mq.edu.au)

Credit points

10

Prerequisites

Admission to MBA or GradCertBusAdmin or GradDipBusAdmin or PGDipMgt or GradDipMgt or GradCertMgt or MSocEntre or GradCertSocEntre

Corequisites

Co-badged status

Unit description

Marketing is a vital component to the success of any business. In a dynamic and competitive world, where consumers' preferences are changing rapidly, marketing helps a business gain insights into customers and how to create value that is unique and relevant for customers, the business, and society as a whole. Marketing ensures that value is communicated and delivered effectively to customers in order to generate sustainable profit. Thus, it is critical to understand the role, the contribution, and the process of marketing within an organisation. The focus of this unit is on developing students' knowledge of key marketing concepts and the marketing process in an organisation. Students will develop the skills to make strategic and tactical marketing decisions, and analyse the impacts of these decisions and their potential outcomes. Further, the unit will help students build the capabilities to apply the marketing concepts and tools to plan the marketing strategy and activities of a new business.

## 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:** Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.

**ULO2:** Critically evaluate strategic and tactical marketing decisions and their outcomes.

**ULO3:** Apply ethical and responsible thinking in evaluating marketing decisions and practices.

## 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
<a href="#">Individual Project</a>	30%	No	Week 5
<a href="#">Marketing Plan</a>	50%	No	Week 8 (group presentation). Week 10 (individual report).
<a href="#">Practice-based activities</a>	20%	No	Ongoing

### Individual Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 5**

Weighting: **30%**

Each student needs to write a case analysis, evaluating the key decisions in the case and their outcomes, and applying critical thinking to critically assess the decisions and practices. Length: 2,000-word limit

On successful completion you will be able to:

- Critically evaluate strategic and tactical marketing decisions and their outcomes.

- Apply ethical and responsible thinking in evaluating marketing decisions and practices.

## Marketing Plan

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **Week 8 (group presentation). Week 10 (individual report).**

Weighting: **50%**

Each student needs to present with his/her group and write an individual report based on the marketing plan they have been working on during the session. Specifically, students need to write a report covering the strategic and tactical decisions they recommended, with clear justification.

Length: 20 minutes group presentation (individually assessed based on the parts covered) and 2,000-word limit individual report

On successful completion you will be able to:

- Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.
- Critically evaluate strategic and tactical marketing decisions and their outcomes.

## Practice-based activities

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

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Ongoing**

Weighting: **20%**

Students need to engage in weekly workshop activities, four (4) of which will be randomly selected for assessment purposes (5 marks each)

On successful completion you will be able to:

- Analyse and apply marketing concepts, frameworks, and tools to address marketing problems.

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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

This unit will be delivered **online** through 4-hour weekly online Zoom workshops.

There is no prescribed textbook for the unit, but a list of required readings for each week is made available on iLearn, together with other resources to support your learning (e.g. videos, journal articles).

## Unit Schedule

Please refer to iLearn.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](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 \(https://students.mq.edu.au/support/study/policies\)](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](http://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.

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Unit information based on version 2024.04 of the [Handbook](#)