General Information

Unit convenor and teaching staff
Unit Convenor
Manjunath Padigar
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Contact via Email
City Campus
Mondays, 4:30pm-5:30pm

Unit Convenor
Lars Groeger
lars.groeger@mq.edu.au
Contact via Email
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Mondays, 4:30pm-5:30pm

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 submit an application 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>Individual Project</td>
<td>30%</td>
<td>No</td>
<td>Week 4</td>
</tr>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>Week 1-10</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>50%</td>
<td>No</td>
<td>Week 8 (Presentation) Week 10 (Report)</td>
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</tbody>
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Individual Project
Assessment Type 1: Project
Indicative Time on Task 2: 30 hours
Due: Week 4
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.

Practice-based activities

Assessment Type 1: Participatory task
Indicative Time on Task 2: 15 hours
Due: Week 1-10
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.

Marketing Plan

Assessment Type 1: Report
Indicative Time on Task 2: 20 hours
Due: Week 8 (Presentation) Week 10 (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.

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 of delivery and resources.

**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 2024.03 of the Handbook