



MKTG1001

Marketing and Value Creation

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer

Lisa Rohanek

lisa.rohanek@mq.edu.au

Contact via Email or iLearn discussion board

E4A Level 2

Weekly Zoom Consultation Thursday 10-11am

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit focuses on the fundamentals of marketing in any organisation and how to create value for the customer offering.

Students learn how to understand the relationship between the organisation and the customer and how to develop strategies to create value. Students will learn the fundamental skills of marketing by applying these skills through practical workshops on a range of real-world case studies. Students will learn skills on how to present themselves and work in collaboration with others.

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: Understand fundamentals of marketing, concepts, frameworks and theories.

ULO2: Apply marketing concepts, frameworks and theories to a range of real world scenarios.

ULO3: Use a variety of tools to understand the customer, and create value through marketing efforts.

ULO4: Communicate marketing solutions to a range of scenarios in a collaborative

environment.

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>Skills development: Writing for social media</u>	30%	No	28/03/2025
<u>Professional practice: Customer empathy map</u>	40%	No	02/05/2025
<u>Professional practice: Shark Tank Pitch</u>	30%	No	Week 11-13

Skills development: Writing for social media

Assessment Type ¹: Professional writing

Indicative Time on Task ²: 15 hours

Due: **28/03/2025**

Weighting: **30%**

The purpose of this assessment is for you to develop your understanding of contemporary marketing fundamentals and your ability to apply theoretical concepts in a professional context. You will prepare a piece of social media writing on a marketing topic relevant to today's world. The ability to apply relevant marketing theories and frameworks with clear and impactful communication is highly sought after by employers. **Skills in Focus** - Communication skills - Application of marketing theory - Research and evidence-based writing - Critical thinking and audience awareness **Deliverable:** Written submission [max. 1,000 words] Individual assessment

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Apply marketing concepts, frameworks and theories to a range of real world scenarios.
- Communicate marketing solutions to a range of scenarios in a collaborative environment.

Professional practice: Customer empathy map

Assessment Type ¹: Report

Indicative Time on Task ²: 15 hours

Due: **02/05/2025**

Weighting: **40%**

The purpose of this assessment is for you to enhance your understanding of customer needs and behaviour. You will conduct research into a specific customer group and prepare a customer empathy map. You will make use of digital tools widely used in industry to effectively present your findings. **Skills in focus:** - Research skills - Digital Skills - Communication skills - Discipline knowledge **Deliverable:** Written submission Individual assessment

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Apply marketing concepts, frameworks and theories to a range of real world scenarios.
- Use a variety of tools to understand the customer, and create value through marketing efforts.

Professional practice: Shark Tank Pitch

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **Week 11-13**

Weighting: **30%**

The purpose of this assessment is for you to build expertise in creating and designing a product/service that aligns with the needs of the customer. You will work in teams to identify and research a target customer group and then create a product/service that aligns with their needs.

Skills in focus: - Collaboration skills - Discipline expertise - Problem solving - Communication skills **Deliverable:** Presentation [15 minutes] Group assessment

On successful completion you will be able to:

- Apply marketing concepts, frameworks and theories to a range of real world scenarios.

- Use a variety of tools to understand the customer, and create value through marketing efforts.
- Communicate marketing solutions to a range of scenarios in a collaborative environment.

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

MKTG1001 has weekly 90 minute tutorials starting in week 2. 90 minute lectures are live in week 2,4,6,8,10. There is weekly pre recorded content for you to review before you attend your tutorial each week.

Your tutorial each week applies the learning from the lecture while aligning to the assessment tasks. Your group project will be discussed weekly in the tutorial to allow you to work progressively with the group.

RECOMMENDED TEXTBOOK

The required textbook for this course is:

Marketing, 6th Edition

By Greg Elliott, Sharyn Rundle-Thiele, David Waller, Edward Bentrott, Siobhan Hatton-Jones, Pete Jeans, Stephanie Joshua Anandappa, Pauline Campbell

You can access the textbook through Wiley Business Now.

TECHNOLOGY USED & REQUIRED • Use of a laptop (recommended) or tablet is required to complete in-class activities. Please bring to every class. • Use of paper and pen is also required to complete in-class activities.

Unit Schedule

MKTG1001 Delivery Schedule

Week	Lecture	Tutorial
1	Pre Recorded	None
24 Feb	What is Marketing and creating value	

2	Live	What is Marketing and creating value
3 Mar	Segmentation and target marketing	
3	Pre Recorded	Segmentation and target marketing
10 Mar	Positioning and Differentiation	
4	Live	Positioning and Differentiation
17 Mar	Consumer Behaviour	
5	Pre Recorded	Consumer Behaviour
24 Mar	Types of Data	
6	Live	Types of Data
31 Mar	Consumer Insights	
7	Pre Recorded	Consumer Insights
7 Apr	Product and branding	
RECESS 14 April to 27 April		
8	Live	Product and branding
28 Apr	Price and perception	
9	Pre Recorded	Price and perception
5 May	Distribution and access	
10	Live	Integrated marketing
12 May	Integrated marketing	
11	Pre Recorded	In class presentation
19 May	Customer Journey	
12	Pre Recorded	In class presentation
26 May	Experiences and metaverse	
13	Pre Recorded	In class presentation
2 Jun	Ethics and Social Marketing	

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 connect.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/>

Academic Success

[Academic Success](#) 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 the [Service Connect Portal](#), 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.

Changes from Previous Offering

Change of assessment events (reduce 4 assessments to 3 assessments)

Addition of data types to the delivery schedule

Changes since First Published

Date	Description
19/02/2025	Updated delivery information
09/02/2025	Amendment to special consideration in general assessment comment

Unit information based on version 2025.04 of the [Handbook](#)