



MKTG3012

New Venture Marketing

Session 1, Online-scheduled-weekday 2025

Department of Marketing

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General Information

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Credit points

10

Prerequisites

130 cp at 1000 level or above including MKTG1001 or ACCG2002 or COMP1350

Corequisites

Co-badged status

Unit description

New ventures live or die by their ability to commercialise their first product or service and be able to successfully market their offerings to survive the start-up period. New venture marketers need a strategic vision of what value their new venture brings to consumers and how to compete against the products and services of established firms. A core skill for entrepreneurs, new product managers and those responsible for marketing in new ventures is that they are expected to be champions for new product innovations. This unit develops students' knowledge to identify, develop and market new ventures market offerings. Students learn how to take a new ventures offering and commercialise it. Students learn how to conceive, develop, evaluate and implement innovative marketing strategies for new ventures offerings to the market.

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: Critically evaluate theories and concepts associated with new product development in new ventures.

ULO2: Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.

ULO3: Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

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>Skills Development: Opportunity Analysis Report</u>	30%	No	11/04/2025
<u>Professional Practice: Marketing Strategy & Brand Development Report</u>	30%	No	12/05/2025
<u>Professional Practice: Feasibility Study & Business Model Proposal</u>	40%	No	06/06/2025

Skills Development: Opportunity Analysis Report

Assessment Type ¹: Report

Indicative Time on Task ²: 18 hours

Due: **11/04/2025**

Weighting: **30%**

The purpose of this assessment is to develop skills in critically evaluating ideas for a new venture. This assessment encourages students to generate ideas for new ventures but finetunes the critical analysis to assess what is worth pursuing. You will draw on theoretical frameworks to identify and justify new potential venture ideas. You will conduct an opportunity analysis for each idea, considering factors like market size, customer pain points, competitive landscape and feasibility. Skills • Creativity • Research • Analytical • Critical thinking Deliverable: Written submission [max. 1,500 words] Individual assessment

On successful completion you will be able to:

- Critically evaluate theories and concepts associated with new product development in new ventures.
- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.

Professional Practice: Marketing Strategy & Brand Development Report

Assessment Type ¹: Project

Indicative Time on Task ²: 24 hours

Due: **12/05/2025**

Weighting: **30%**

The purpose of this assessment is to allow you to showcase your skills in presenting a new venture to an audience, justifying the feasibility and making recommendations for actionable implementation. You will work in a group to identify the best venture idea from the previous individual assessments. This final group project challenges students to select the most viable idea from their feasibility studies and develop a go to market comprehensive marketing strategy and brand identity for the new venture. Skills • Decision making • Critical thinking • Collaborative skills • Communication skills • Persuasive presentation skills Deliverable: Oral Presentation [20 min] Group assessment

On successful completion you will be able to:

- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.
- Develop solutions in response to new venture marketing opportunities and problems and communicate them in a professional manner to the audience.

Professional Practice: Feasibility Study & Business Model Proposal

Assessment Type ¹: Report

Indicative Time on Task ²: 18 hours

Due: **06/06/2025**

Weighting: **40%**

The purpose of this assessment is to extend your skills in critically evaluating and assessing ideas while considering the implications to a business and its business model. You will prepare a written feasibility study on a chosen venture idea from Assessment 1 to determine the viability of the new venture. You will determine how feasible the idea is and recommend appropriate business models. You will draw on your review to provide recommendations on whether the idea should proceed. Skills • Analytical • Decision making • Critical thinking • Communication Deliverable: Written submission [max. 2,000 words] Individual assessment

On successful completion you will be able to:

- Critically evaluate theories and concepts associated with new product development in new ventures.
- Apply appropriate techniques and frameworks to critically evaluate new venture marketing opportunities and problems.
- Develop solutions in response to new venture marketing opportunities and problems and

communicate them in a professional manner to the audience.

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

- This unit will be delivered in-class.
- The delivery will include a combination of pre-recorded lectures, readings, and tutorials.
- We have 1-hour pre-recorded lecture and 1.5-hour tutorial each week.
- Additional readings will be uploaded to iLearn for each session.

RESOURCES

PRESCRIBED TEXT

- Trott, P. (2016) Innovation Management and New Product Development , 6th Edition, Pearson: ISBN – 9781292133423.

RECOMMENDED TEXT

- Crawford, C.M., & Di Benedetto, A. (2015) New Products Management, 11th Edition, Irwin/McGraw–Hill Series in Marketing: ISBN - 9780078029042.

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/>

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 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.

Unit information based on version 2025.05 of the [Handbook](#)