



MKTG6096

Introduction to Marketing Management

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

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

Lay Peng Tan

laypeng.tan@mq.edu.au

Contact via Email or Unit General Discussion Forum (iLearn)

Room 215 Building 4ER

Thursday (Week 2 to 13) 2pm to 4pm. Please see unit iLearn for details.

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Marketing is the coordinated and integrated efforts of an organisation to satisfy relevant customer needs and achieve organisational goals. It involves a systematic process whereby opportunities are identified and marketing practices are implemented. New techniques, tools and technologies are constantly being adopted by marketers, leading to a new marketing environment that demands greater efficiency and effectiveness to market products, services and brands. This unit develops students' knowledge of marketing concepts and frameworks. Students will develop skills to critically analyse marketing concepts and their applications. Students will also learn to analyse marketing activities driving product/service consumption.

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: Explain the concepts and principles which underpin the discipline of marketing.

ULO2: Critically analyse marketing concepts and their applications.

ULO3: Analyse marketing activities driving product/service consumption individually and/or in collaboration with peers.

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
Practice-based tasks	30%	No	Week 2 to Week 13
Critical Analysis of Marketing Concepts	40%	No	16/04/2025
Marketing Project	30%	No	06/06/2025

Practice-based tasks

Assessment Type [1](#): Participatory task

Indicative Time on Task [2](#): 20 hours

Due: **Week 2 to Week 13**

Weighting: **30%**

Practice-based activities are to reinforce your learning and give you the opportunity to share your theoretical and practical knowledge of marketing concepts, principles and issues. Multiple practice-based assessment tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the seminars.

On successful completion you will be able to:

- Explain the concepts and principles which underpin the discipline of marketing.
- Critically analyse marketing concepts and their applications.

Critical Analysis of Marketing Concepts

Assessment Type [1](#): Report

Indicative Time on Task [2](#): 30 hours

Due: **16/04/2025**

Weighting: **40%**

Students will complete a 2,000 words written report to explain, compare and analyse marketing concepts and their applications.

On successful completion you will be able to:

- Critically analyse marketing concepts and their applications.
- Analyse marketing activities driving product/service consumption individually and/or in collaboration with peers.

Marketing Project

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **06/06/2025**

Weighting: **30%**

Students will analyse marketing activities of a product/service and present their findings.

On successful completion you will be able to:

- Critically analyse marketing concepts and their applications.
- Analyse marketing activities driving product/service consumption individually and/or in collaboration with peers.

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

The unit is delivered in a combination of weekly **pre-recorded lectures** that students must watch, prior to a 2-hour **on campus seminars**.

Students are expected to be active and engaged learners, contributing fully to seminar activities

and discussions.

Required Resources

Prescribed Text

Elliott, G., Rundle-Thiele, S., Waller, D., Bentrott, I., Hatton-Jones, S., Jeans, P., Joshua, A. S., & Campbell, P. (2023). *Marketing, 6th edition*. John Wiley & Sons, Incorporated.

The publisher [Wiley Direct](#) offers options "Buy-to-Own" and by subscription. The e-text will also be available via Leganto with limited access.

Unit Readings

Unit readings are available via Leganto. Please see unit [iLearn](#) site for details

E-Mail Use

It is University policy that the University issued email account will be used for official University communication. All students are required to access their University account frequently. Only contact Macquarie University staff, using your official MQ student's account because this is one method used to verify your identity.

Technology Needs

- Use of a PC or laptop is required to complete tasks and to access iLearn for course materials
- Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader, Internet Browser.

Please refer to [iLearn](#) for further details of delivery and resources.

Unit Schedule

Please refer to [iLearn](#) for Unit Schedule.

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 \(https://students.mq.edu.au/support/study/policies\)](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](#)