



MMBA8020

Marketing Management: Creating Value for Stakeholders

Term 2, Online-scheduled-weekday 2025

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

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4 Eastern Road, Level 2, Room 230

by appointment

Lecturer

Michael Cherry

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Contact via email

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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

This unit examines the vital role of marketing in today's fast-paced business environment. You will learn to use data to make informed decisions, influence customer behaviour, and develop marketing strategies that support business goals and sustainable growth. Key areas include brand building, product innovation, pricing strategies, managing distribution channels, and integrated marketing communications. Through practical learning, case studies, and industry guest speakers, you will gain the skills needed to excel as a marketing leader. You will enhance your ability to analyse market trends, understand customer behaviour, assess competitors, and apply strategic thinking for long-term marketing success. The unit also develops your problem-solving and communication skills to address complex marketing challenges.

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: Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.

ULO2: Develop a marketing strategy in collaboration with others based on a comprehensive market analysis.

ULO3: Implement a marketing strategy by developing an actionable tactical plan.

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>Participation</u>	20%	No	Weekly
<u>Marketing strategy</u>	30%	No	05/05/2025
<u>Tactical Plan</u>	50%	No	13/06/2025

Participation

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 15 hours

Due: **Weekly**

Weighting: **20%**

Active participation in and contribution to class discussions.

On successful completion you will be able to:

- Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.

Marketing strategy

Assessment Type ¹: Presentation

Indicative Time on Task ²: 30 hours

Due: **05/05/2025**

Weighting: **30%**

In groups, students develop a marketing strategy presentation and present their results. Length: 15 minutes

On successful completion you will be able to:

- Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.
- Develop a marketing strategy in collaboration with others based on a comprehensive market analysis.

Tactical Plan

Assessment Type ¹: Report

Indicative Time on Task ²: 45 hours

Due: **13/06/2025**

Weighting: **50%**

Based on the marketing strategy presentation, students write an actionable tactical plan to implement the marketing strategy. Length: 2,000 words

On successful completion you will be able to:

- Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.
- Implement a marketing strategy by developing an actionable tactical plan.

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

This unit will be delivered **hybrid** (F2F and online, depending on your enrolment mode) through weekly 4-hour seminars.

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 and journal articles).

Unit Schedule

Week 1: Getting Started in Marketing

Week 2: Analysing Your Market & Understanding Customer Decision-Making

Week 3: Coming up with a Winning Marketing Strategy

Week 4: Building a Brand

Week 5: Marketing Strategy Group Presentations

Week 6: Designing Desirable Offers

Week 7: Optimizing the Pricing Strategy

Week 8: Deciding on a Distribution Strategy

Week 9: Developing a Communication Strategy

Week 10: Bringing it All Together

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.

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