



MKTG3004

PACE: Marketing Project

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Policies and Procedures</u>	7

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convenor

Leanne Carter

leanne.carter@mq.edu.au

Contact via leanne.carter@mq.edu.au

4ER Room 229

Tuesdays 12 to 1 after tutorial or other times by appointment

Credit points

10

Prerequisites

130cp at 1000 level or above including MKTG2002

Corequisites

Co-badged status

Unit description

Today, the competitive business world needs people who can bridge the gap between theory and practice. Businesses need marketers who can integrate their knowledge and consolidate their skills, essential in designing and implementing marketing research projects to understand market behaviour and develop useful marketing strategies. This unit develops students' ability to apply marketing theory to practice through solving a marketing problem for a Client Partner. This unit focuses on identifying factors which influence the competitive positioning of a firm within an industry and to achieve an ethical, socially responsible, and sustainable competitive advantage.

Visit [Employability Connect](#) for important information on this unit.

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: Identify factors that influence the competitive position of a firm.

ULO2: Synthesise a range of perspectives on marketing strategies in practice to independently and collaboratively identify and effectively communicate potential solution/

s.

ULO3: Reflect on team processes that enable industry analysis, assessment of marketing opportunities and the development of potential solution/s.

ULO4: Reflect on ethical considerations in marketing contexts.

General Assessment Information

Late Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students experiencing technical issues.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Situational analysis	45%	No	03/09/2026	Individual	Yes	Open AI
Professional practice: Strategy recommendations	30%	No	12/10/2026	Group	No	Observed
Professional practice: Reflections on ethics and teamwork	25%	No	08/11/2026	Individual	No	Open AI

Professional practice: Situational analysis

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 30 hours

Due: **03/09/2026**

Weighting: **45%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to conduct a situational analysis of an industry for a client partner. This will include research and analysis of consumer/customer/client demands, competitive environment, supply side and intermediaries as well as marketplace data in order to develop a deeper understanding of how to interpret the current situation for the client, in response to the industry partner's marketing problem/s.

You will complete a written report that demonstrates your understanding of the current situation within the specified industry and identify the marketing implications as a result of the research and analysis using marketing tools.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving
- Communication skills
- Work readiness

Deliverable(s): Written report [max of 2,500 words]

Individual assessment

On successful completion you will be able to:

- Identify factors that influence the competitive position of a firm.

Professional practice: Strategy recommendations

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **12/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to make sense of the marketing implications identified in your situation analysis through the application of Blue Ocean tools in order to develop a set of recommendations that overcome or take advantage of the strengths, weaknesses, opportunities and threats currently facing the partner organisation in light of their marketing problem/s.

You will collaborate with your team members to perform an authentic task of developing and presenting recommendations based on Blue Ocean Strategy to answer the marketing problem/s of the partner organisation.

Skills in focus:

- Collaboration and communication
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Presentation [max of 20 minutes] supported with PowerPoint presentation slides
Group assessment.

On successful completion you will be able to:

- Synthesise a range of perspectives on marketing strategies in practice to independently and collaboratively identify and effectively communicate potential solution/s.

Professional practice: Reflections on ethics and teamwork

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **08/11/2026**

Weighting: **25%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you reflect on your ethics and teamwork as a result of the situational analysis and recommendations you developed as a team.

You will conduct an assessment of your personal ethical practices and teamwork skills, and consider how you will continue to develop these skills based on your experience in the group project.

This will include a reflection on your past behaviours, analysis of skills gaps and consideration of how these may be further developed and/or applied in your future career.

Skills in focus:

- Collaboration and communication
- Work readiness
- Global, ethical and environmental citizenship
- Discipline knowledge

Deliverable(s): Presentation [max 5-minute video & 15 ppt slides]

Individual assessment

On successful completion you will be able to:

- Reflect on team processes that enable industry analysis, assessment of marketing opportunities and the development of potential solution/s.
 - Reflect on ethical considerations in marketing contexts.
-

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

This capstone unit is designed to prepare you for your next steps into the workforce or further study. It is delivered through **weekly 1-hour lectures** and **intensive 2-hour workshops (tutorials)**, combining practical learning with industry engagement.

From Weeks 2 to 13, you'll work in teams on a **living case study**, acting as **external Marketing Consultants** for a real **industry partner**. This unique experience enables you to apply the tools, frameworks, and insights from your studies to solve real-world business challenges, bridging academic learning with professional practice.

The unit follows an **experiential learning approach**, requiring active participation with your team members, your client, and the teaching team. Success hinges on your ability to collaborate, reflect, iterate, and improve as you would in a professional setting.

Your full engagement in every class is essential. Final deliverables are expected to meet **professional industry standards**, helping you build the confidence, skills, and experience to stand out as you transition beyond university. This is your opportunity to showcase everything you've learned—treat it like your first major professional project.

Technology used & required

- Use of a laptop (recommended) or tablet is required to complete in-class activities. Please bring it to every class.
- Use of paper and pen is also required to complete in-class activities. Ideally, bring a journal to take and keep handwritten notes during lectures and tutorials.

Recommended textbook

We encourage you to revisit your previous unit's textbooks as needed to reinforce your understanding of key marketing principles, research methods, strategies, and tactics.

As an **optional additional** marketing management textbook, we recommend the following:
Iacobucci, D. (2026). *Marketing Management* (7th Ed.). Cengage Learning. Boston, USA or
Iacobucci, D. (2022). *Marketing Management* (6th Ed.). Cengage Learning. Boston, USA

In addition, we will use a practitioner-oriented framework called Blue Ocean Strategy. This is a **required resource**.

Kim, W. C., & Mauborgne, R. (2015). *Blue ocean strategy: How to create uncontested market space and make the competition irrelevant* (Expanded ed.). Harvard Business Review Press.

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.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.06 of the [Handbook](#)