



MKTG2008

Marketing Management

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>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7

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General Information

Unit convenor and teaching staff

Unit Convenor/ Senior Lecturer

Pardis Mohajerani

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Contact via Email

Room 238, 4 Eastern Road

Thursdays 3:30pm-4:30pm, online or F2F

Credit points

10

Prerequisites

40cp at 1000 level or above including MKTG1001

Corequisites

MKTG1003

Co-badged status

Unit description

In competitive business environments, developing and managing superior value offerings for customers is vital. Managing the marketing offering of a firm is central to market success. To that end, practitioners need to own a set of skills and be able to utilise a mix of tools to target and satisfy their consumers' needs. This unit develops students' knowledge and skills to identify target markets, shape a product mix, deliver value to target markets through a communication mix, identify distribution channels, and formulate a pricing mix. Students develop skills of setting objectives, identifying problems, identifying and evaluating alternatives, and implementing an optimal decision.

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 and discuss marketing concepts, individually and in collaboration.

ULO2: Critically analyse and communicate marketing management problems and opportunities.

ULO3: Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

General Assessment Information

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Case study analysis and solutions	35%	No	11/09/2026	Individual	Yes	Open
Skills development: Marketing practices collage	25%	No	09/10/2026	Individual	Yes	Open
Professional practice: Industry challenge	40%	No	06/11/2026	Individual	Yes	Open

Professional practice: Case study analysis and solutions

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 22 hours

Due: **11/09/2026**

Weighting: **35%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to gain experience in addressing contemporary

marketing challenges that companies face.

You will analyse real-world case studies, apply marketing theories and create practical remedies.

Skills in focus:

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

Deliverable(s): Written report [max. 1,500 words]

Individual assessment

On successful completion you will be able to:

- Identify and discuss marketing concepts, individually and in collaboration.
- Critically analyse and communicate marketing management problems and opportunities.
- Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

Skills development: Marketing practices collage

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 15 hours

Due: **09/10/2026**

Weighting: **25%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to continuously build your expertise in applying marketing management concepts.

You will review and analyse real marketing strategies, while synthesising with your learnings from the unit's content.

Skills in focus:

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

Deliverable(s): Report [max. 1,000 words]

Individual assessment

On successful completion you will be able to:

- Identify and discuss marketing concepts, individually and in collaboration.

Professional practice: Industry challenge

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 30 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to gain hands-on experience in assessing the marketing activities and practices of a nominated real-world product or service.

You will analyse key marketing challenges and opportunities and create actionable solutions.

Skills in focus:

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

Deliverable(s): Written report [max 2,000 words]

Individual assessment

On successful completion you will be able to:

- Critically analyse and communicate marketing management problems and opportunities.
- Apply and communicate actionable solutions to identify opportunities and solve marketing problems.

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

DELIVERY FORMAT

- The unit is delivered in a combination of weekly lectures and weekly tutorials.
- Starting from **week 1**, there will be **1-hour pre-recorded weekly lecture and 2-hour tutorials** which will be online or face-to face according to students' enrolment detail.
- Students are expected to be **active and engaged learners**, contributing fully to tutorials activities and discussions.
- Details of teaching times and locations are available at <https://publish.mq.edu.au/>

TEACHING AND LEARNING STRATEGY

- Students must familiarise themselves with the **unit's iLearn site**.
- Students should access the unit's iLearn site regularly (**minimum twice a week**) and check for **announcements, updates and posts**.
- Students are expected to participate in classes, be prepared to discuss and participate in class activities **in each week**.
- Students are expected to arrive on time and not to leave until the class ends.

MAIN TEXTBOOK

- Kotler, P., Keller, K. L., A, Chernev, (2025). *Marketing Management, Global Edition* (17th ed.). Pearson International Content

Note: MQ library provides **free access** to the above E-book. More detailed information is provide on ilearn under '**Unit Infromation and Resources**'.

ADDITIONAL TEXTBOOKS

- Elliott, G., Rundle-Thiele, S., Waller, D., Smith, S, Eades, L., Bentrrott, I.(2024),Marketing (6th Edition), Brisben, John Wiley & Sons.
- Kotler, P., & Keller, D.K. L. (2022). *Marketing Management, Global Edition* (16th ed.). Pearson International Content.
- Grewal, D., Levy, M. (2021), Marketing (3rd Edition), New York, McGraw-Hill Education.
- Hollensen, S. (2019). *Marketing Management* (4th ed.). Pearson International Content.

Note: MQ library provides **free access** to the above E-books. More detailed information is provide on ilearn under '**Unit Infromation and Resources**'.

TECHNOLOGY USED & REQUIRED

- The course will make use of **iLearn and email** for communication with the teaching staff and between students.
- Students will need access to a reliable Internet service to complete this unit.
- Software required: e.g., Word processing, PowerPoint, video/media player, Adobe Acrobat Reader.
- Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.

SATISFACTORY COMPLETION OF UNIT

Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

Unit Schedule

Please refer to [iLearn](#) for more detailed information about Unit Schedule.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.s.mq.edu.au) (<https://policies.s.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.e) (<https://policies.mq.e>

[du.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 2026.03 of the [Handbook](#)