



# MKTG1001

## Marketing and Value Creation

Session 2, Online-scheduled-weekday 2026

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

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Contact via Email

4ER Level 2

Thursday 2pm

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit focuses on the fundamentals of marketing in any organisation and how to create value for the customer offering.

Students learn how to understand the relationship between the organisation and the customer and how to develop strategies to create value. Students will learn the fundamental skills of marketing by applying these skills through practical workshops on a range of real-world case studies. Students will learn skills on how to present themselves and work in collaboration with others.

## 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:** Understand fundamentals of marketing, concepts, frameworks and theories.

**ULO2:** Apply marketing concepts, frameworks and theories to a range of real world scenarios.

**ULO3:** Use a variety of tools to understand the customer, and create value through marketing efforts.

**ULO4:** Communicate marketing solutions to a range of scenarios in a collaborative environment.

## 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 who experience a technical concern.

## Assessment Tasks

| Name                                                         | Weighting | Hurdle | Due        | Groupwork/Individual | Short Extension | AI Approach |
|--------------------------------------------------------------|-----------|--------|------------|----------------------|-----------------|-------------|
| <a href="#">Skills development: Writing for social media</a> | 30%       | No     | 28/08/2026 | Individual           | Yes             | Open AI     |
| <a href="#">Professional practice: Customer empathy map</a>  | 40%       | No     | 09/10/2026 | Individual           | Yes             | Open AI     |
| <a href="#">Professional practice: Shark Tank pitch</a>      | 30%       | No     | 26/10/2026 | Group                | No              | Observed    |

### Skills development: Writing for social media

Assessment Type <sup>1</sup>: Professional task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **28/08/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension <sup>3</sup>: Yes

AI Approach: Open AI

The purpose of this assessment is for you to develop your understanding of contemporary marketing fundamentals and your ability to apply theoretical concepts in a professional context.

You will prepare a piece of social media writing on a marketing topic relevant to today's world. The ability to apply relevant marketing theories and frameworks with clear and impactful communication is highly sought after by employers.

**Skills in Focus:**

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

**Deliverable(s):** Written submission [max. 1,000 words]

Individual assessment

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Apply marketing concepts, frameworks and theories to a range of real world scenarios.
- Communicate marketing solutions to a range of scenarios in a collaborative environment.

## Professional practice: Customer empathy map

Assessment Type <sup>1</sup>: Professional task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **09/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension <sup>3</sup>: Yes

AI Approach: Open AI

The purpose of this assessment is for you to enhance your understanding of customer needs and behaviour.

You will conduct research into a specific customer group and prepare a customer empathy map. You will make use of digital tools widely used in industry to effectively present your findings.

**Skills in focus:**

- Communication skills
- Digital skills
- Critical thinking and problem solving
- Discipline knowledge

**Deliverable(s):** Written submission [max 1500 words]

Individual assessment

On successful completion you will be able to:

- Understand fundamentals of marketing, concepts, frameworks and theories.
- Apply marketing concepts, frameworks and theories to a range of real world scenarios.
- Use a variety of tools to understand the customer, and create value through marketing efforts.

## Professional practice: Shark Tank pitch

Assessment Type <sup>1</sup>: Presentation task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **26/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension <sup>3</sup>: No

AI Approach: Observed

The purpose of this assessment is for you to build expertise in creating and designing a product/service that aligns with the needs of the customer.

You will work in teams to identify and research a target customer group and then create a product/service that aligns with their needs.

### Skills in focus:

- Communication skills
- Collaboration skills
- Critical thinking and problem solving
- Discipline knowledge

**Deliverable(s):** Presentation [15 minutes]

Group assessment

On successful completion you will be able to:

- Apply marketing concepts, frameworks and theories to a range of real world scenarios.
- Use a variety of tools to understand the customer, and create value through marketing efforts.
- Communicate marketing solutions to a range of scenarios in a collaborative environment.

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<sup>1</sup> 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.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation.

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

## Delivery and Resources

### DELIVERY FORMAT

MKTG1001 has weekly 90 minute tutorials starting in week 2. 90 minute lectures are live in week 2,4,6,8,10. There is weekly pre recorded content for you to review before you attend your tutorial each week.

Your tutorial each week applies the learning from the lecture while aligning to the assessment tasks. Your group project will be discussed weekly in the tutorial to allow you to work progressively with the group.

### RECOMMENDED TEXTBOOK

The required textbook for this course is:

Marketing, 6th Edition

By Greg Elliott, Sharyn Rundle-Thiele, David Waller, Edward Bentrott, Siobhan Hatton-Jones, Pete Jeans, Stephanie Joshua Anandappa, Pauline Campbell

You can access the textbook through Wiley Business Now.

**TECHNOLOGY USED & REQUIRED** • Use of a laptop (recommended) or tablet is required to complete in-class activities. Please bring to every class. • Use of paper and pen is also required to complete in-class activities.

## Unit Schedule

### Unit Schedule

| Week          | Focus                                                                                      |
|---------------|--------------------------------------------------------------------------------------------|
| Week 2 (3/8)  | <i>Live Lecture</i><br>What is marketing and value creation?                               |
| Week 3 (10/8) | Segmentation and target marketing                                                          |
| Week 4 (17/8) | <i>Live Lecture</i><br>Positioning and differentiation                                     |
| Week 5 (24/8) | Professional marketing communication<br><b>Assessment 1 Due (Friday 28 August 11:59pm)</b> |

| Week            | Focus                                                                                               |
|-----------------|-----------------------------------------------------------------------------------------------------|
| Week 6 (31/8)   | <i>Live Lecture</i><br>Consumer behaviour and the self as consumer                                  |
| Week 7 (07/9)   | Customer insight and research methods                                                               |
| Week 8 (14/9)   | <i>Live Lecture</i><br>Empathy mapping and consumer psychology                                      |
| TEACHING RECESS |                                                                                                     |
| Week 9 (5/10)   | Assessment 3 Sprint 1<br><b>Assessment 2 Due (Friday 9 October 11:59pm)</b>                         |
| Week 10 (12/10) | <i>Live Lecture</i><br>Assessment 3 Sprint 2                                                        |
| Week 11 (19/10) | Assessment 3 Sprint 3                                                                               |
| Week 12 (26/10) | Shark Tank trade show pitch<br><b>Assessment 3 Due (Monday 26 October 9am uploaded to turnitin)</b> |
| Week 13 (2/11)  | Shark Tank trade show pitch                                                                         |

## 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](https://connect.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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.

## Changes from Previous Offering

A3 Presentation is now over two weeks not one.

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Unit information based on version 2026.03 of the [Handbook](#)