



MKTG3003

Marketing Strategy

Session 2, Online-scheduled-weekday 2026

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 228

Fridays 11-1

Unit Convenor

Kay Naumann

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Contact via email

by appointment

Credit points

10

Prerequisites

130cp at 1000 level or above including MKTG2002

Corequisites

Co-badged status

Unit description

Marketing strategy is fundamental to business success. Marketing strategy is what guides the development and delivery of the firms' value offering. Marketing strategy outlines a company's overall plan to reach, communicate with, and turn people into customers. Marketing strategy contains key messages of value propositions that a company wishes to deliver to the market. In this unit students learn how to apply tools and concepts that enable marketing strategies to be developed, evaluated and implemented. The unit focuses on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations.

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: Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.

ULO2: Critically analyse the theoretical and conceptual underpinnings of marketing strategies.

ULO3: Develop and apply competitive marketing strategies, individually and in collaboration.

General Assessment Information

Late Assessment Submission Penalty (written and video assessments):

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 in some units are eligible for automatic short extension but no assessments in MKTG3003 offer this. **Special Consideration:** If you need more time due to serious issues and for any assessments, 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 11.00pm. 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
Skills development: Strategy in practice	40%	No	Week 12 or 13	Individual	No	Open
Skills Development: Extemporaneous Strategy Development	20%	No	08/11/2026	Individual	No	Open
Professional practice: Marketing strategy challenge	40%	No	25/10/2026	Individual and Group	No	Open

Skills development: Strategy in practice

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 25 hours

Due: **Week 12 or 13**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to develop the ability to critically analyse real-world marketing strategies and apply strategic thinking to solve business challenges.

You will engage in a series of in-class case analysis tasks that deepen your understanding of key marketing strategy concepts and how they work in practice. This hands-on approach helps you build confidence and prepares you to make strategic decisions in professional marketing roles.

Skills in focus:

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

Deliverable(s): Written portfolio (max. 2000 words) based on in-class case discussions

Individual assessment

On successful completion you will be able to:

- Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.
- Critically analyse the theoretical and conceptual underpinnings of marketing strategies.
- Develop and apply competitive marketing strategies, individually and in collaboration.

Skills Development: Extemporaneous Strategy Development

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 15 hours

Due: **08/11/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

This assessment builds on the learnings of Strategy in Practice allowing students to develop marketing strategy in an authentic applied environment. Similar to previous weeks, marketing cases are provided and analysed orally in class. However, in this assessment, students will be assessed on their verbal ability to answer impromptu questions about the case and develop marketing strategy spontaneously in a group setting. Students are assigned to either a case week 12 or a different case in 13.

Skills in Focus:

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

Deliverable(s): In-class impromptu Q&A on an assigned marketing case
Individual assessment

On successful completion you will be able to:

- Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.
- Critically analyse the theoretical and conceptual underpinnings of marketing strategies.

Professional practice: Marketing strategy challenge

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 30 hours

Due: **25/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to deepen your understanding of marketing strategy in a competitive context by practically applying your knowledge and skills to a real-world situation. You will work individually and in groups to develop a marketing strategy report based on performance in an authentic industry marketing simulation that incorporates multiple rounds of developing marketing strategy, obtaining simulation performance outputs, and responding to performance outputs.

Skills in Focus:

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

Deliverable(s): Report [maximum 2000 words]

Group and Individual assessment

On successful completion you will be able to:

- Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.
- Develop and apply competitive marketing strategies, individually and in collaboration.

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

See iLearn

Unit Schedule

See iLearn

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.

Changes from Previous Offering

"Skills Development: Extemporaneous Strategy Development" is a new assessment worth 20% of unit marks. The other two assessments have been reduced from 50% of unit marks to 40% of unit marks.

Unit information based on version 2026.06 of the [Handbook](#)