



MKTG8020

Marketing Theory and Practice

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

Department of Marketing

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General Information

Unit convenor and teaching staff

unit convenor

Alena Soboleva

alena.soboleva@mq.edu.au

Fridays, 11 am - 12 pm (please email in advance)

Credit points

10

Prerequisites

(Admission to MMktg (1 year) or GradCertResMQBS or GradDipResMQBS) or MKTG6096

Corequisites

Co-badged status

Unit description

In order to compete effectively in increasingly dynamic markets, firms must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals. This cognition is enhanced when they can effectively apply marketing theories to identify marketing opportunities and solve marketing problems. Marketing theories explain how and why value is created and offered to consumers and captured by the firm. Through appropriate identification and utilization of marketing theory, firms can deal with challenges from consumers as well as markets that may simply go beyond the traditional boundaries that are thought to operate.

In this unit, students will develop knowledge of differing perspectives and schools of thought about marketing theory, and contemporary debates on marketing theory and practice. Students will learn to critically analyse marketing theories and identify differences and similarities in marketing theories. Students will apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

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: Explain and evaluate diverse marketing theories.

ULO2: Critically analyse marketing theories and identify differences and similarities.

ULO3: Apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

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
<u>Professional practice: Marketing theory analysis</u>	40%	No	18/09/2026	Individual	Yes	Open AI
<u>Skills development: Marketing concepts</u>	20%	No	23/10/2026	Individual	Yes	Open AI
<u>Professional practice: Analysing marketing problems</u>	40%	No	06/11/2026	Individual	Yes	Open AI

Professional practice: Marketing theory analysis

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 23 hours

Due: **18/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to deepen your understanding of marketing theory and demonstrate how marketing practitioners can address a contemporary marketing issue using theoretical frameworks.

You will select one marketing theory or concept, explain how it has evolved over time, compare and contrast it with related theories, and recommend how practitioners can apply it to solve a current marketing issue.

Skills in focus:

- Communication
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Individual analysis report [max. 2,000 words]. Individual assessment

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories.
- Critically analyse marketing theories and identify differences and similarities.

Skills development: Marketing concepts

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 26 hours

Due: **23/10/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to enhance your understanding of marketing theories and their application in real-world contexts.

You will develop a reflection portfolio based on class activities, where you will critically evaluate key marketing theories and apply them to relevant tasks. **Skills in focus:**

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

Deliverable(s): Portfolio report [max. of 1500 words] Individual assessment

On successful completion you will be able to:

- Critically analyse marketing theories and identify differences and similarities.
- Apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

Professional practice: Analysing marketing problems

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 23 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to demonstrate your ability to apply marketing theories to solve marketing problems within a structured case study.

You will analyse a case study, identify the problem considering possible social and environmental issues in relation to the problem and use relevant marketing theories / concepts to find solutions to the problem.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving
- Global, ethical and environmental citizenship

Deliverable(s): Individual analysis report [max. 2,000 words]. Individual assessment

On successful completion you will be able to:

- Explain and evaluate diverse marketing theories.
- Apply different marketing theories in specific contexts to identify marketing opportunities and solve marketing problems considering social and environmental issues.

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

The unit has both face to face and online delivery. The delivery time for this unit is 3 hours per week over 13 weeks period, which consists of:

1 hour online pre-recorded lecture

2 hour face to face seminar

The unit is delivered in a flipped mode. Students should watch the pre-recorded lecture and engage in online practical activities prior to participating in the seminar. In addition to the 3 hours described above, students are expected to spend a minimum of 3 hours per week for class preparation and studying the online resources and reading materials.

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 since First Published

Date	Description
20/07/2026	updated assessment deadline dates

Unit information based on version 2026.04 of the [Handbook](#)