



MKTG6096

Introduction to Marketing Management

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/Lecturer

LayPeng Tan

laypeng.tan@mq.edu.au

Contact via Email or Unit General Discussion Forum (iLearn)

Room 215 Building 4ER

Tuesday 4pm to 5pm

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Marketing is the coordinated and integrated efforts of an organisation to satisfy relevant customer needs and achieve organisational goals. It involves a systematic process whereby opportunities are identified and marketing practices are implemented. New techniques, tools and technologies are constantly being adopted by marketers, leading to a new marketing environment that demands greater efficiency and effectiveness to market products, services and brands. This unit develops students' knowledge of marketing concepts and frameworks. Students will develop skills to critically analyse marketing concepts and their applications. Students will also learn to analyse marketing activities driving product/service consumption.

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 the concepts and principles which underpin the discipline of marketing.

ULO2: Critically analyse marketing concepts and their applications.

ULO3: Analyse marketing activities driving product/service consumption individually and/or in collaboration with peers.

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 an 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 a 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
Skills development: Critical analysis of marketing concepts	40%	No	14/09/2026	Individual	Yes	Open AI
Skills development: Applied marketing knowledge	30%	No	19/10/2026	Individual	Yes	Open AI
Professional practice: Marketing analysis and recommendation	30%	No	08/11/2026	Group	No	Open AI

Skills development: Critical analysis of marketing concepts

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 30 hours

Due: **14/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to explain, compare and critically analyse marketing concepts and their applications. You will complete a critical analysis report where you will

demonstrate your ability to interpret key marketing concepts, evaluate their strengths and limitations, and compare their practical applications, drawing on real-world examples to support your analysis.

Skills in focus:

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

Deliverable(s): Written Report [Maximum 2,000 words]

Individual assessment

On successful completion you will be able to:

- Critically analyse marketing concepts and their applications.
- Analyse marketing activities driving product/service consumption individually and/or in collaboration with peers.

Skills development: Applied marketing knowledge

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 30 hours

Due: **19/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to actively participate in a series of practice-based tasks designed to deepen your practical and theoretical knowledge of marketing concepts, principles and issues. You will consolidate your work into a written report that showcases your ability to apply marketing theory to real-world scenarios, reflect on key learnings, and communicate insights effectively.

Skills in focus:

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

Deliverable(s): Written Report [maximum 1500 words]

Individual assessment

On successful completion you will be able to:

- Explain the concepts and principles which underpin the discipline of marketing.
- Critically analyse marketing concepts and their applications.

Professional practice: Marketing analysis and recommendation

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **08/11/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to gain practical insights into how marketing concepts and framework can be used to analyse marketing activities of a product/service and to make marketing recommendations.

You will work with your team to communicate the analysis and recommendations in a professional manner to the audience, through a recorded video presentation.

Skills in focus:

- Digital skills
- Critical thinking and problem solving
- Collaboration and communication
- Discipline knowledge

Deliverable(s): Recorded Video Presentation [Maximum 15 mins]

Group assessment

On successful completion you will be able to:

- Critically analyse marketing concepts and their applications.
- Analyse marketing activities driving product/service consumption individually and/or in collaboration with peers.

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 pre-recorded lectures that students must watch, prior to a 2-hour on campus seminars. Students are expected to be active and engaged learners, contributing fully to seminar activities and discussions.

Required Resources

Prescribed Text

Elliott, G., Rundle-Thiele, S., Waller, D., Bentrott, I., Hatton-Jones, S., Jeans, P., Joshua, A. S., & Campbell, P. (2023). *Marketing, 6th edition*. John Wiley & Sons, Incorporated.

The publisher [Wiley Direct](#) offers options "Buy-to-Own" and by subscription. The e-text will also be available via Leganto with limited access.

Unit Readings

Unit readings are available via Leganto. Please see unit [iLearn](#) site for details.

E-Mail Use

It is University policy that the University issued email account will be used for official University communication. All students are required to access their University account frequently. Only contact Macquarie University staff, using your official MQ student's account because this is one method used to verify your identity.

Technology Needs

- Use of a PC or laptop is required to complete tasks and to access iLearn for course materials
- Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader, Internet Browser.

Please refer to [iLearn](#) for further details of delivery and resources.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<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 2026.04 of the [Handbook](#)