



MMBA8020

Marketing Management: Creating Value for Stakeholders

Term 4, In person-scheduled-weekday, City 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

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Lecturer

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Credit points

10

Prerequisites

Admission to MBA or GradCertBusAdmin or GradDipBusAdmin or PGDipMgt or GradDipMgt or GradCertMgt or MSocEntre or GradCertSocEntre

Corequisites

Co-badged status

Unit description

This unit examines the vital role of marketing in today's fast-paced business environment. You will learn to use data to make informed decisions, influence customer behaviour, and develop marketing strategies that support business goals and sustainable growth. Key areas include brand building, product innovation, pricing strategies, managing distribution channels, and integrated marketing communications. Through practical learning, case studies, and industry guest speakers, you will gain the skills needed to excel as a marketing leader. You will enhance your ability to analyse market trends, understand customer behaviour, assess competitors, and apply strategic thinking for long-term marketing success. The unit also develops your problem-solving and communication skills to address complex marketing challenges.

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: Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.

ULO2: Develop a marketing strategy in collaboration with others based on a comprehensive market analysis.

ULO3: Implement a marketing strategy by developing an actionable tactical plan.

General Assessment Information

Late Submission Penalties (written assessments)

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](https://students.mq.edu.au/study/assessment-exams/special-consideration) for further details: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Situation analysis, marketing objectives and marketing strategy	50%	No	20/10/2026	Individual and Group	No	Observed
Professional practice: Tactical marketing plan	50%	No	24/11/2026	Individual	No	Open

Professional practice: Situation analysis, marketing objectives and marketing strategy

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 45 hours

Due: **20/10/2026**

Weighting: **50%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to work with peers to demonstrate your understanding of marketing concepts, frameworks, and tools by applying them to conduct a situation analysis, define marketing objectives and develop a marketing strategy.

You will work in a group to analyse and identify future business opportunities by proposing an idea for a new offering (e.g., product or service) for a company. You will conduct a comprehensive situation analysis that includes the marketing environment and marketing research, define marketing objectives, and develop a marketing strategy. The results will be presented to the class with a Q&A session at the end of your group presentation. You will also prepare a written essay (individually) to reflect on your experience conducting market research as part of this assessment.

Skills in focus:

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

Deliverable(s): Group presentation (max 20 minutes; 20 slides – marked as a group 30% and marked individually 10%) and reflective essay [max 500 words – marked individually 10%]

Group and individual assessment

On successful completion you will be able to:

- Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.
- Develop a marketing strategy in collaboration with others based on a comprehensive market analysis.

Professional practice: Tactical marketing plan

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 45 hours

Due: **24/11/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to apply marketing concepts, frameworks and tools to generate an actionable tactical plan to implement a marketing strategy.

You will prepare a written report outlining an actionable tactical marketing plan for a company's marketing strategy. The proposed tactical plan should be evidence-based and supported by the situation analysis from the presentation.

Skills in focus:

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

Deliverable(s): Written submission [max 2000 words]

Individual assessment

On successful completion you will be able to:

- Apply marketing concepts, frameworks, and tools to address marketing problems, individually and in collaboration with others.
- Implement a marketing strategy by developing an actionable tactical plan.

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

Please see iLearn.

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.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](#)