



MKTG3099

Capstone: Marketing and Media in Practice

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

Department of Marketing

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General Information

Unit convenor and teaching staff

Senior Lecturer

Lisa Rohanek

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Contact via Email

4ER 2

Thursday 10-11am

Credit points

10

Prerequisites

MKTG3003 and MMCC2100

Corequisites

Co-badged status

Unit description

This capstone unit brings together the knowledge, skills, and experience students have developed throughout the Bachelor of Marketing and Media to tackle complex, real-world challenges. Designed to bridge academic learning and professional practice, the unit offers students the opportunity to design, execute, and present an integrated marketing and media strategy that reflects industry standards and expectations.

Students will work individually as well as in teams, applying research, consumer and media insights, creative problem-solving, and strategic thinking. Through industry engagement, peer collaboration, and iterative feedback, students will develop a professional campaign or project that demonstrates their readiness to enter the marketing and media workforce.

By the end of the unit, students will graduate with a portfolio-ready piece of work and a deeper understanding of the dynamic, interconnected world of marketing and media.

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: Synthesise and apply marketing and media knowledge to address complex real-

world problems.

ULO2: Design and present an integrated marketing and media strategy informed by research, data insights, and creative execution.

ULO3: Collaborate effectively in demonstrating project management, leadership, and interpersonal skills.

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
Professional practice: Client proposal	30%	No	18/09/2026	Individual	Yes	Open AI
Professional practice: Client presentation	30%	No	06/11/2026	Group	No	Observed
Skill development: Portfolio of work	40%	No	24/10/2026	Individual	Yes	Open AI

Professional practice: Client proposal

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **18/09/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to build expertise in creating a project proposal that aligns with the needs of a client. You will conduct industry relevant research, formulate ideas, and construct a professional proposal that addresses a client problem or opportunity.

Skills in focus:

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

Deliverable(s): Project Proposal [2000 words]

Individual assessment

On successful completion you will be able to:

- Synthesise and apply marketing and media knowledge to address complex real-world problems.
- Design and present an integrated marketing and media strategy informed by research, data insights, and creative execution.

Professional practice: Client presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **06/11/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is for you to create a professional client presentation that addresses and solves a problem or opportunity. You will collaborate in small groups to prepare an industry presentation that communicates how you can address a problem or opportunity.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving

- Communication skills
- Collaboration skills

Deliverable(s): In class presentation [15 min] supported by presentation slides submitted on iLearn

Group assessment

On successful completion you will be able to:

- Design and present an integrated marketing and media strategy informed by research, data insights, and creative execution.
- Collaborate effectively in demonstrating project management, leadership, and interpersonal skills.

Skill development: Portfolio of work

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 30 hours

Due: **24/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to create a professional portfolio of work demonstrating your skills in marketing and media. You will collect artefacts of work in your marketing and media project and creatively present a professional portfolio showcasing your best outputs.

Skills in focus:

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

Deliverable(s): Portfolio of 6 artefacts of work submitted on iLearn [1000 words plus images]

Individual assessment

On successful completion you will be able to:

- Synthesise and apply marketing and media knowledge to address complex real-world problems.
- Collaborate effectively in demonstrating project management, leadership, and interpersonal skills.

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

MKTG3099 has weekly 2 hour tutorials starting in week 1. The tutorials are based around real agency activities so you will spend time in briefing WIP meetings, learning skills and applying them each week in smaller teams. There are no lectures for you to participate in but guided instructions will be provided to support your practical skill development.

RECOMMENDED TEXTBOOK

There is no textbook for this unit

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

#	w/c	Campaign stage	Craft skill taught	Artefact made
1	27 Jul	Studio launch and the brief	Deconstructing a client brief; running a kickoff meeting	Team charter and reverse brief (one-page brief breakdown sent back to the client)
2	3 Aug	Market immersion	Field observation; building an insight board	Market landscape map with a photographed marketing-in-the-wild insight board
3	10 Aug	Audience understanding	Interviewing and vox pops; capturing clean phone audio	Audience insight report anchored by a 2-3 minute edited audio clip of real audience voices
4	17 Aug	Problem framing	Writing a campaign brief; the single-minded proposition	Campaign brief, peer-reviewed in critique. Portfolio checkpoint 1
5	24 Aug	Strategy	Strategy on a page; the three-minute stand-up pitch	Strategic framework plus a recorded three-minute pitch to another team
6	31 Aug	Creative ideation	Facilitating a structured brainstorm; mood boards	Three creative territories with mood boards; tissue-session feedback from client or tutor

7	7 Sep	Campaign storytelling	Storyboarding frame by frame	Storyboard for the hero reel (hand-drawn or digital); this is the production gate
8	14 Sep	Media and channels	Flighting charts; platform spec literacy	Integrated media plan with flying chart. Curveball: budget halved mid-session. Portfolio checkpoint 2 Client proposal submitted (group, 30%)
	21 Sep / 28 Sep	Mid-session recess		Teams enter recess with approved storyboards; optional footage capture over the break
9	5 Oct †	Production sprint I	Shooting short-form video on phones: framing, light, sound, coverage	Shot footage against the storyboard plus a rough cut of the hero reel
10	12 Oct	Production sprint II	Editing craft; podcast recording and editing	Final hero reel (30-60 seconds) plus one supporting social execution; elective artefact in production
11	19 Oct	Production sprint III and measurement	Finishing craft; KPI frameworks	Elective artefact delivered (podcast episode 8-12 min, photo series, or activation mock-up) plus one-page measurement plan
12	26 Oct	Presentation assembly	Editing for coherence; executive summary writing	Working on final pitch and presentation
13	2 Nov	Showcase	Pitch craft; trade-show conversation	Pitch and presentation;

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.

Unit information based on version 2026.02 of the [Handbook](#)