



# MKTG304

## Marketing Project

S2 Day 2015

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Coordinator

Stephen Erichsen

[stephen.erichsen@mq.edu.au](mailto:stephen.erichsen@mq.edu.au)

Contact via Email

Wednesday 1.00pm - 2.00pm or at other times by appointment

Tutor

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Contact via Email

N/A

In tutorial class

Tutor

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In tutorial class

Tutor

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Contact via Email

N/A

In tutorial class

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Credit points

3

Prerequisites

MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213

#### Corequisites

MKTG303

#### Co-badged status

#### Unit description

This unit is structured as a session-long group-based project. It integrates the materials that are covered in first and second year marketing units. Its objectives are to investigate what kinds of factors influence the competitive positioning of an industry and the firms within it to achieve an ethical, socially responsible, and sustainable competitive advantage. The unit explores how marketing ethics, and social responsibility frameworks can be applied to develop a strategic marketing solution for the client partner's ethics and social responsibility efforts. The subject will consider key issues, concepts and frameworks of marketing ethics, and social responsibility, and how these can be applied to policy and practice. The class is conducted through lectures, workshops and discussions where students are taught to write a research paper around the Client Partners specified marketing problem. Throughout the unit, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis for business recommendations back to the Client Partner.

## 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:

Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.

Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces

Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces

Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others

Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

## Assessment Tasks

Name	Weighting	Due
<u>Individual Class Presentations</u>	20%	Weeks 3-11
<u>Individual Progress Report</u>	20%	Week 8
<u>Reflective Journal</u>	15%	Wednesday November 4th
<u>Group Marketing Project</u>	45%	Weeks 12 - 13

### Individual Class Presentations

Due: **Weeks 3-11**

Weighting: **20%**

Students will be called on during tutorials to participate in self assessment exercises and give a short class presentation on a marketing related topic. These will be scheduled during the first several weeks of tutorial classes.

#### Extensions:

As these are in-class presentations, failure to present without prior notice will result in a zero mark for that part of the presentation task. It is up to the student to arrange any variation in date with their tutor if there are circumstances where the original date allocated is not practical.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

### Individual Progress Report

Due: **Week 8**

Weighting: **20%**

Each member of the group will be allocated a phase of the Marketing Group Project and will provide a progress report on that particular phase.

The assignment acts as a progress report of the final project to demonstrate understanding of the relevant Phase of the Group Marketing Project and as such detailed feedback will be

provided by tutors.

The individual progress report is due in Week 8, with a hard copy to be submitted in your tutorial class in Week 8, as well as a soft copy uploaded via iLearn Turnitin Assignments by midnight the same day (note that your marked copy will be the hard copy so any subsequent changes to the version you submit in the tutorial will not be considered).

For complete details of each phase, please see full description in 'Final Written Report' section that will be loaded on iLearn.

## **Extension/ Late Submission**

Extensions will only be granted in exceptional circumstances with prior approval from unit coordinator Steve Erichsen, and on submission of a Disruption to Studies application..

Late submissions will be penalised 20% (4 marks) for each 24-hour period late. Submissions made 72 hours or later after the submission deadline will receive a zero mark.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

## **Reflective Journal**

Due: **Wednesday November 4th**

Weighting: **15%**

As part of evaluating the participative process, an individual reflective journal is due for submission after the group presentation and final group report has been submitted.

The Reflective Journal is based on an evaluation of the student's personal evaluation and perception of their attributes and capabilities. This perception should draw on prior experiences, including university or other studies, paid employment or volunteer work, and from sport, hobbies and other interests.

A self-assessment exercise that is integral to the completion of this assessment is due for submission to your tutor in week 4 tutorial class. The self assessment exercise, being purely subjective is not graded, nor will it be shared with others in the class.

Based on that self assessment students then complete a post-activity audit of graduate capabilities and a 2,000 word reflective journal report.

- The self assessment post-activity audit will not be marked, but will act as support for

findings in the final report. The final report provides analysis and reflections about the process of self-assessment that students have undertaken and analyse the evidence gathered.

- The Reflective Journal is due in Week 13, with a hard copy to be submitted in your final tutorial class on Wednesday November 4th or Friday November 6th, as well as a soft copy uploaded via iLearn Turnitin Assignments by midnight the same day (note that your marked copy will be the hard copy so any subsequent changes to the version you submit in the tutorial will not be considered)
- Complete details of the Reflective Journal are available in the course assignment guidelines.
- Late submissions will be penalised 20% (4 marks) for each 24-hour period late. Submissions made 72 hours or later after the submission deadline will receive a zero mark.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

## Group Marketing Project

Due: **Weeks 12 - 13**

Weighting: **45%**

### 45% of Course Marks

- 15% - Oral Presentation made weeks 12-13 - Individual mark
- 30% - Final Group Written Report - Group mark

Overall Requirements:

Students are required to complete a recommended marketing strategy of the Client Partner focusing on a particular marketing issue related to the organisation. Current concepts such as *Blue Ocean strategy* will be used to formulate a strategic marketing solution for the client partner's posed issues, supported by other relevant marketing concepts and analytical tools.

- The analysis must demonstrate (a) group understanding of the issues that are facing the industry with respect to growth and competition; and (b) a willingness to explore variant strategies as developed in your overall marketing studies thus far; and (c) to be aware of the ethical and social responsibility issues in the industry; and (d) at all times to develop

strategy within that industry using the application of the relevant frameworks discussed in lectures.

- Note: Students will be required to complete a confidential assessment of their own contribution as well as the contribution of other members of the group to the report and presentation - a peer assessment.

## Final Group Marketing Report (30%)

The final Group Marketing Report is due in week 12, with a hard copy to be submitted in your tutorial class in Week 12, commencing October 26th, as well as a soft copy uploaded via iLearn Turnitin Assignments by midnight the same day (note that your marked copy will be the hard copy so any subsequent changes to the version you submit in the tutorial will not be considered).

A “*Student Evaluation of Member Participation*” to be submitted with the hard copy of the Final Group Marketing Report. Complete details of the Final Group Marketing Report are available in the course assignment guidelines as will be issued on iLearn.

### Extensions/ Late Submission

As a group report it is unlikely that any circumstances would justify that the group would be unable to submit on time, so an extension is unlikely to be granted.

Late submissions will be penalised 20% (3 marks) for each 24-hour period late. Submissions made 72 hours or later after the submission deadline will receive a zero mark.

## Oral Presentation: Weeks 12-13 – Worth 15.0%

The oral presentation must demonstrate (a) group understanding of the predominant issues in the industry and (b) the potential to develop a suitable series of strategies solve the challenges of the Client Partner.

- Each student will be marked on his/her individual presentation as part of the overall Marketing Group Project presentation. An individual mark will be allocated, not a total group mark.
- A soft copy of the entire group presentation is to be emailed to the tutor before the presentation is due and a hard copy provided to the tutor on the day of the presentation.

Complete details of the Final Group Oral Presentation are available in the course assignment guidelines.

### Extensions/ Late Submission

As this is a group report it is highly unlikely that any circumstances would justify an extension. Individual absence from the presentation will incur a mark of zero for this part of the assignment, unless there are exceptional individual circumstances or prior arrangement.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

## **Delivery and Resources**

### **Classes**

The unit is comprised of:

- 7 x 2 hour lectures in weeks 1 to 7.
- 6 x 2 hour consultation times in weeks 8 to 13.
- 12 tutorials in weeks 2 to 13.
- Students are required to form groups in Week 2 of semester. It is therefore important that, once students are enrolled in a tutorial, students should remain in that particular tutorial, as changing would be disruptive to fellow students.
- Students are expected to arrive on time, and not leave until the class ends.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- Students who disturb or are disruptive in lectures and/or tutorial class will be asked to leave.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

### **Group Work**

Group work is an inherent requirement for completing this unit satisfactorily.

### **Prizes**

Prizes for this unit MKTG304: [http://www.businessandeconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

Prizes for all PACE Subjects

Prof. Judyth Sachs Participation Prizes: [http://students.mq.edu.au/opportunities/participation\\_and\\_community\\_engagement/grants\\_prizes/](http://students.mq.edu.au/opportunities/participation_and_community_engagement/grants_prizes/)

This PACE Prize is awarded at the completion of the academic year for all students enrolled in PACE subjects across the whole university.

### **Required and Recommended Texts And/or Materials**



No prescribed text. For this subject, relevant academic journal article readings will be provided on the subject iLearn site.

It will be assumed that students will have read the articles assigned each week prior to attending lectures and tutorials. These articles covers the theoretical material and provide numerous practical examples that are essential to successfully completing this unit.

Students will need access to a computer for both research and preparation of assessment submissions and to communicate with tutors and other group members throughout the semester. Video capability is not required.

### **Technology Used: Unit web page**

Please note the unit's logon iLearn address is: <http://ilearn.mq.edu.au>

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student's responsibility to regularly check iLearn. The lecture in this unit will be recorded using iLearn.

## **Unit Schedule**

Week	Lecture	Tutorial
1: July 29th	Introduction to Marketing Strategy Project  Course Assessment & Overview	No tutorial in Week 1
2: August 5th	1.Creating Blue Oceans 2.Overview of analytical Tools and Frameworks	Discussion on Group Dynamics  Overview of assessment, tutorials and consultations.  Overview of business/marketing ethics and social responsibility.
3: August 12th	Client Partner Presentation	Reflective Journal Overview  Class presentations
4: August 19th	Client Partner Presentation	Final Group Formation  Class presentations  Reflective Journal Part A due on iLearn (Turnitin)

<b>5: August 26th</b>	<b>Porter &amp; Blue Ocean BOS Ch 1,2,3</b>	<b>Learning Styles Review exercise</b> <b>Class presentations</b>
<b>6: September 2nd</b>	<b>Blue Ocean BOS Ch 4,5,6</b>	<b>Class presentations</b>
<b>7: September 9th</b>	<b>Blue Ocean Ch 7,8,9</b> <b>Formal guideline for project expectations</b>	<b>Class Presentations</b>
<b>Mid Semester Break September 12th - 27th</b>		
<b>8: September 30th</b>	<b>Project Consultation Seminars</b>	<b>Draft report consultation &amp; Class Presentations</b> <b>Individual Phase Report due in tutorial class &amp; on iLearn (Turnitin)</b>
<b>9: October 7th</b>	<b>Project Consultation Seminars</b>	<b>Draft report consultation &amp; Class Presentations</b>
<b>10: October 14th</b>	<b>Project Consultation Seminars</b>	<b>Draft report consultation &amp; Class Presentations</b>
<b>11: October 21st</b>	<b>Project Consultation Seminars</b>	<b>Draft report consultations</b>
<b>12: October 28th</b>	<b>Group Marketing Project Presentations</b>	<b>Final Group Report due in Class &amp; on iLearn (Turnitin)</b> <b>Each Group will make a 15 minute presentation (including questions) that highlights their findings and recommendations.</b>

13: November 4th	Group Marketing Project Presentations	Reflective Journal Part B due in class & on iLearn (Turnitin).  Remaining groups will make a 15 minute presentation (including questions) that highlights their findings and recommendations
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## Learning and Teaching Activities

### First Half

The unit is designed to be an exercise in applied learning, where the first half of the semester adds to students knowledge base. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group's effort

### Second Half

Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Results

Results shown in *iLearn*, 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 [ask.mq.edu.au](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

## Assessment tasks

- Individual Class Presentations
- Individual Progress Report
- Reflective Journal

## Learning and teaching activities

- The unit is designed to be an exercise in applied learning, where the first half of the semester adds to students knowledge base. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group's effort
- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Be able to conduct an industry and market analysis to assess market opportunities by

analysing customers, competitors, collaborators, and other external forces

- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others

## **Assessment tasks**

- Individual Class Presentations
- Individual Progress Report
- Reflective Journal
- Group Marketing Project

## **Learning and teaching activities**

- The unit is designed to be an exercise in applied learning, where the first half of the semester adds to students knowledge base. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group's effort
- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces

## **Assessment tasks**

- Individual Class Presentations
- Individual Progress Report
- Reflective Journal
- Group Marketing Project

## Learning and teaching activities

- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## Learning outcome

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces

## Assessment tasks

- Individual Class Presentations
- Group Marketing Project

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

## **Assessment tasks**

- Individual Progress Report
- Reflective Journal
- Group Marketing Project

## **Changes from Previous Offering**

There has been a change in the topics focus for Marketing Project incorporating both Blue Ocean Strategy and Ethics and Social Responsibility, effectively combining the previous two sessions.

## **Research and Practice**

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn.

In particular, this unit draws on cutting-edge research, integrated with extensive industry experience, by Department of Marketing and Management faculty members:

- Mr Stephen Erichsen
- Dr Leanne Carter
- Dr David Gray
- Dr Cynthia Webster
- Dr Chris Baumann