



# MKTG304

## Marketing Project

S2 Day 2018

*Archive (Pre-2019) - Dept of Marketing and Management*

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### Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

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Credit points

3

#### Prerequisites

(39cp at 100 level or above) including MKTG202 and MKTG203

#### Corequisites

MKTG303

#### Co-badged status

#### Unit description

This unit applies marketing theory to practice, as we solve a marketing problem for a real world company. Its objectives are to investigate what kinds of factors influence the competitive positioning of a firm within an industry, to achieve an ethical, socially responsible, and sustainable competitive advantage. The unit explores how a variety of marketing frameworks can be applied to develop a strategic marketing solution for the client partner's business issues. The class is conducted through seminars where students are taught to write a marketing solution around the Client Partner's 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. The unit is delivered in intensive mode, of two three-hour seminars each week for the last seven weeks of the session. MKTG303 also runs two three-hour seminars each week but in the first six weeks of the session. Both units are designed to complement one another, ideally taken in the same session. If taking both MKTG303 and MKTG304 together in the same session, please choose the same stream for both.

## 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:

Design appropriate and well-considered solutions to contextualised marketing strategy problems.

Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.

Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.

Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Presentations Skills</u>	20%	No	Week 8
<u>Individual Progress Report</u>	20%	No	Week 10
<u>Reflective Journal</u>	20%	No	Week 13
<u>Group Marketing Project</u>	40%	No	Week 13

### Presentations Skills

Due: **Week 8**

Weighting: **20%**

Students will produce a 3 - 5- minute multimedia production (e.g. video/short film/animations, audio, still images, etc).

Please use the instructions in the development of your video media file which is available in the course assignment guidelines.

The multimedia production comprises of a 3 to 5 minute presentation by yourself covering areas of expertise, your philosophy on ethics in marketing and corporate social responsibility and how this might apply to your future career.

Full details and marking rubric for the assignment can be found on iLearn. A summary page of the video link is to be uploaded to iLearn.

Extensions:

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

On successful completion you will be able to:

- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

### Individual Progress Report

Due: **Week 10**

Weighting: **20%**

Each member of the group will be allocated an individual component of the Marketing Group Project and will provide a phase report. The assignment acts as a progress report of the final project to demonstrate your understanding of the relevant information that will contribute to the overall Group Marketing Project, and as such, feedback will be provided by lecturers.

The individual phase report is due in Week 10, with a hard copy to be submitted to your lecturer in your seminar in Week 10, as well as a soft copy uploaded via iLearn Turnitin Assignments by 11.00pm 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 and marking rubric in 'Phases 1 to 4 Individual Phase Report' that will be loaded on iLearn.

Extensions:

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

On successful completion you will be able to:

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.

## Reflective Journal

Due: **Week 13**

Weighting: **20%**

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

For many aspects of life, accurate self-assessment is an important and valuable skill. This applies to your own personal and professional development, where self-assessment is often needed to diagnose where you might need additional assistance or training. In this reflection, we are focusing on teamwork as practiced, experienced and observed during the marketing project.

The Reflective Journal is due in Week 13, uploaded via iLearn Turnitin

• Complete details and marking rubric for the Reflective Journal are available in the course assignment guidelines on iLearn.

Extensions:

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

On successful completion you will be able to:

- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.

## Group Marketing Project

Due: **Week 13**

Weighting: **40%**

### 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 Ansoff, Porter, and 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 seminars, and indeed throughout your entire marketing major.

*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 (20%)***

The final Group Marketing Report is due in week 13, with a hard copy to be submitted in your Lecturer in your seminar Week 13, as well as a soft copy uploaded via iLearn Turnitin.

A "Student Evaluation of Member Participation" to be submitted with the hard copy of the Final

Complete details of the Final Group Marketing Report and marking rubric are available in the course assignment guidelines available on iLearn.

Extensions:

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. Late submissions will be penalised 10% (2 marks) for each 24 hour period late.

### ***Oral Presentation (INDIVIDUAL MARK) (20%)***

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, a hard copy provided to the tutor on the day of the presentation and also uploaded to iLearn. Complete details of the Final Group Oral Presentation and marking rubric are available in the course assignment guidelines.

Extensions/Late Submissions:

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. An Individual's absence from the presentation will incur a mark of zero for this part of the assignment unless there are exceptional circumstances that have been approved for a special consideration.

On successful completion you will be able to:

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Delivery and Resources

The unit is comprised of:

- 14 x 3 hour seminars in weeks 7 to 13.

**Important Note: This unit begins in Week 7 - the Week before the mid term break.**

**Attendance at the Week 7 sessions is critical to your success in this unit.**

Note in weeks 9, 10, 11 and 12 there will be time allowed for consultations and group work on your projects.

- Students are required to form groups in Week 7 of session. It is therefore important that, once students are enrolled in a seminar, students should remain in that particular seminar, as changing would be disruptive to fellow students.

- It also means you **MUST be in attendance at the Week 8 seminar, as that is when our Corporate Partner will be presenting your project challenge. The time and venue for that session - one only, and as a replacement to your scheduled class for that week, will be advised as soon as available.**
- Students are expected to arrive on time, and not leave until the class ends.
- Mobile phones must be turned OFF and not simply set to 'silent'.
- Students who disturb or are disruptive in seminars 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 PACE Prizes: <https://students.mq.edu.au/experience/practical-experience/pace-experience/apply-for-a-prize>

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**

### Required and Recommended Texts And/or Materials

#### *Required Text*

Kim, W.C. and Mauborgne, R., 2014. Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard Business Review Press.

#### *Other Readings you may find helpful with your project*

Elliott, G., Rundle-Thiele, S. & Waller, D., 2010. *Marketing*, 3/E. John Wiley & Sons, Australia.

Kerin, R.A. & Peterson, R.A., 2012. *Strategic Marketing Problems: Cases and Comments*, International Edition, 13/E. Pearson Education USA.

Levitt, T., 1960. Marketing myopia. *Harvard business review*, 38(4), pp.24-47.

Ling, P., D'Alessandro, S. & Winzar, H., 2015. *Consumer Behaviour in Action*. Oxford University Press Australia and New Zealand.

Palmatier, Robert and Shrihari Sidhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan Education.



Porter, M.E., 2008. The five competitive forces that shape strategy. *Harvard business review*, 86(1), pp.25-40.

Porter, M.E., 1986. Competition in global industries: A conceptual framework. *Competition in global industries*, 15, p.60.

Webster, F.E., 1988. The rediscovery of the marketing concept. *Business horizons*, 31(3), pp.29-39.

Zikmund, Ward, Winzar, Lowe & Babin (2011) *Marketing Research: 2nd Asia-Pacific Edition*, Cengage.

### **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 seminars in this unit will be recorded using iLearn. However, during weeks of industry presentations by senior managers, these will not be recorded due to commercial in confidence information. Your presence at these lectures is compulsory. Attendance will be recorded. If you cannot attend, you will need to apply for SPECIAL CONSIDERATION and have appropriate certification. Non-attendance at industry presentations may result in a fail grade for the overall unit. You will not be able to undertake the group project without attending and engaging with industry partners.

### **Satisfactory completion of unit**

**Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered. There is no final examination.**

## **Unit Schedule**

### Unit Schedule

Week	Seminar Topic	Activities and Assessments
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7 Wk commencing September 10th	<p>Introduction to Marketing Project, and Assessments.</p> <p>1.Revision of Creating Blue Oceans</p> <p>2.Overview of analytical</p> <p>Tools and Frameworks</p> <p>3.Group Dynamics</p> <p>4.Overview of assessment, seminars and consultations.</p> <p>5. Overview of business/marketing ethics and social responsibility.</p>	<p>Formation of groups</p> <p>It is assumed that you have completed MKT303 and are familiar with Blue Ocean Strategy.</p>
8 Wk commencing October 1st	<p>Industry Partner Presentations</p> <p><b><i>Extremely informative and interesting seminars that are not to be missed.</i></b></p>	<p><b><u>ALL STUDENTS ARE TO ATTEND THE CORPORATE PARTNER PRESENTATION.</u></b></p> <p><b>PLEASE ARRIVE 15 MINUTES BEFORE THE SCHEDULED TIME.</b></p> <p><b>TIME &amp; VENUE: TBA</b></p> <p>Regular Monday, Tuesday, Wednesday, Thursday, Friday and Saturday seminars will not run this week. ALL students will be in one large lecture theatre to engage with industry partners. Attendance is compulsory and will be very informative, forming the basis of your major project. Opportunities for input into your projects and potential networking.</p> <p>INDIVIDUAL PRESENTATION SKILLS MULTIMEDIA FILE DUE FRIDAY 5th October AT 11.00PM uploaded to iLearn.</p>
9 Wk commencing October 8th	<p>Blue Ocean vs Red Ocean</p> <p>Consultations</p> <p>Group Work</p>	<p>Q&amp;A with Industry Partner via Unit Moderator</p> <p>Development of Blue Ocean Strategies and industry review</p>
10 Wk commencing October 15th	<p>Presentation Skills</p> <p>Consultations</p> <p>Group Work</p>	<p><b>INDIVIDUAL PROGRESS (PHASE) REPORT</b> Due. A hard copy to be submitted to your lecturer in your seminar in Week 10, or as arranged, as well as a soft copy uploaded via iLearn Turnitin Assignments</p>
11 Wk commencing October 22nd	<p>Presentation Skills</p> <p>Consultations</p> <p>Group Work</p>	<p>Develop Blue Ocean Strategies and Phase 5</p>

12  Wk commencing October 29th	Presentation Skills  Consultations  Group Work	Develop Blue Ocean Strategies and Phase 5
13  Wk commencing November 5th	Group Presentations  Debriefing with Industry Partners and Networking	<p>Submit <b>Final GROUP MARKETING REPORT AND PRESENTATIONS.</b></p> <p>Submit a hard copy to your Lecturer in your seminar Week 13, as well as a soft copy uploaded via iLearn Turnitin Assignments.</p> <p>Group Presentations are to be no more than 15 minutes with 5 minutes additional for Q&amp;A</p> <p><b>REFLECTIVE JOURNALS (2,000 words) to be submitted to BESS by 4.00pm Friday November 9th and uploaded to iLearn Turnitin by 11.00pm that evening.</b></p>

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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.

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### Learning outcome

- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.

## Assessment task

- Group Marketing Project

## 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

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Assessment tasks

- Presentations Skills
- Individual Progress Report
- Reflective Journal

## 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

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Assessment task

- Group Marketing Project

## 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

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Assessment tasks

- Individual Progress Report
- Group Marketing Project

## 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 outcomes**

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.
- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## **Assessment tasks**

- Presentations Skills
- Individual Progress Report
- Reflective Journal
- 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**

- Design appropriate and well-considered solutions to contextualised marketing strategy problems.
- Interpret, analyse, synthesise, and evaluate a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions to a problem using creative and innovative marketing tools.
- Reflect upon effective team processes which enable the development of an industry analysis, assessment of marketing opportunities and the development of potential solution/s.

- Produce and deliver persuasive analysis of marketing strategies and reflection on ethical responses in future marketing contexts for oneself and others.

## Assessment tasks

- Presentations Skills
- Group Marketing Project

## Changes from Previous Offering

Additional time given to complete individual progress (phase) report as result of student feedback.

Special Consideration Policy: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration> *The Special Consideration Policy is effective from December 4th 2017 and replaces the Disruption to Studies Policy.*

## Census Date

Please note that this unit runs in compressed mode from weeks 7 to 13.

**The MKTG304 census dates are as follows:**

**9 October 2018** Last date to withdraw from units without financial penalty

**4 November** - Last date to withdraw without academic penalty (financial penalty applies)

## Research used in this unit connecting theory to practice in industry

Chavan, M. & **Carter, L.** (2017) First year management student's- expectations and perceptions, *International Journal of Educational Management*, (in press)

Chavan, M., & **Carter, L.** (2017) The value of experiential & action learning in business ethics education –Co-creation and Social benefits for students, *Management Learning; Special Issue on Critical Action Learning* (in press) (Quality B)

**Carter, L.**, Ruskin, J. & Cassilles, A. (2016). Three Modes of Work Integrated Learning: Stories of Success, in Wood, L.N. & Breyer, Y.A (Editors) *Success in Higher Education: transition to, within and from university*, Springer, Singapore, Part III, 203-215.

Mackaway, J., **Carter, L.**, Winchester-Seeto, T. & Whiteford, G. (2016), Inclusive PACE: an experience for all students, in Sachs, J & Clark, L. (Editors), *Learning Through Community Engagement: vision and practice in higher education*. Edited by Sachs, J & Clark, L., Springer, Singapore, Chapter 13, 199-214.



## Changes since First Published

Date	Description
25/09/2018	Changes to Census date