



MKTG304

Marketing Project

S1 Evening 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr Leanne Carter

leanne.carter@mq.edu.au

Contact via Email

E4A 631

Wednesdays between 12.00 pm and 2.00 pm or at other times by appointment

Oliver Manlutac

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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

Today, the competitive business world needs people who can bridge the gap between theory and practice. Businesses need marketers who can integrate their knowledge and consolidate their skills essential in designing and implementing marketing research projects to understand market behavior and develop useful marketing strategies. This unit develops students' ability to apply marketing theory to practice through solving a marketing problem for a Client Partner. This unit focuses on identifying factors which influence the competitive positioning of a firm within an industry and to achieve an ethical, socially responsible, and sustainable competitive advantage. The unit is delivered in intensive mode, of two three-hour seminars each week for the last six weeks of the session. MKTG303 also runs two three-hour seminars each week but in the first seven 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:

Identify marketing theory and factors which influence the competitive position of a firm.

Interpret and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.

Reflect upon 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 9
<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 9**

Weighting: **20%**

Students will produce a 3 - 5- minute multimedia production (e.g. video/short film/animations, audio, still images, etc). This is an individual assignment. It must be uploaded via iLearn Turnitin.

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%**

The assignment consisting of 2,000 words is a progress report to demonstrate your understanding of the relevant situation analysis and will contribute to the overall Group

Marketing Project. This is an individual assignment. It must be uploaded via iLearn Turnitin.

On successful completion you will be able to:

- Identify marketing theory and factors which influence the competitive position of a firm.

Reflective Journal

Due: **Week 13**

Weighting: **20%**

An individual reflective journal of 1,500 words is required to be developed, due for submission in week 13.

It is to be uploaded via iLearn Turnitin.

On successful completion you will be able to:

- Reflect upon 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%**

Group Marketing Report (20%) is to be 6,000 words.

It is due in week 13, uploaded to iLearn Turnitin.

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

Oral Presentation (INDIVIDUAL MARK) (20%)

The oral presentation of 3 to 5 minutes per presenter, demonstrates the overall marketing plan/strategy for the industry partner. An individual mark will be allocated, not a total group mark.

On successful completion you will be able to:

- Identify marketing theory and factors which influence the competitive position of a firm.
- Interpret and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.
- Reflect upon 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:

- 12 x 3 hour seminars in weeks 8 to 13.

Note in weeks 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 8 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 week 8 seminar.**
- 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 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.businessand economics.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.

Unit Schedule

For a detailed weekly schedule refer to the iLearn page for this unit which can be found at: <https://ilearn.mq.edu.au/login/MQ/>

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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 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 ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@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) 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

If you are a Global MBA student contact globalmba.support@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/.

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 and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.

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

- Identify marketing theory and factors which influence the competitive position of a firm.
- Interpret and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.

- Reflect upon 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

- Identify marketing theory and factors which influence the competitive position of a firm.
- 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

- Identify marketing theory and factors which influence the competitive position of a firm.
- Interpret and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.
- Reflect upon 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

- Identify marketing theory and factors which influence the competitive position of a firm.
- Interpret and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.
- Reflect upon 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

- Identify marketing theory and factors which influence the competitive position of a firm.
- Interpret and synthesise a variety of viewpoints or interpretations of a marketing strategy situation, and identify potential solutions.
- Reflect upon 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

Reduction in words to the reflective journal based on student feedback.

Census Date

Please note that this unit runs in compressed mode from weeks 8 to 13. The teaching census date for MKTG304 is 6th May, 2019.

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.