



MKTG312

New Venture Marketing and Business Development

S1 Day 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Hailu Getnet

hailu.getnet@mq.edu.au

4ER, 223

Tuesday 2-3 pm

Mehdi Azam

mehdi.azam@mq.edu.au

Credit points

3

Prerequisites

39cp at 100 level or above

Corequisites

Co-badged status

Unit description

New ventures live or die by their ability to bring creative, innovative ideas to market. New venture marketers need a strategic, creative vision of what value their new venture brings to consumers. A core skill for entrepreneurs and new product managers is that they are expected to champion new product innovations. This unit develops students' knowledge to identify, develop, launch, and manage new products. Students learn how to take a creative idea and turn this into an innovation, managing it from conception to commercialization. Students learn how to conceive, develop, evaluate and implement innovative marketing strategies for new products.

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:

Explain theories and concepts associated with new product development in new ventures

Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems

Critique and make decisions with respect to new venture marketing challenges
Communicate effectively new venture marketing solutions both in oral and written contexts

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Case Analysis</u>	60%	No	Weekly 8/3 to 7/5
<u>Creative Portfolio</u>	40%	No	Thursday of week 13, 11 pm

Case Analysis

Due: **Weekly 8/3 to 7/5**

Weighting: **60%**

Task description

Students are required to be physically present at the case discussion in this unit.

Type of collaboration

Individual

Format

Please refer to iLearn Unit Page

Inherent task requirement

None

On successful completion you will be able to:

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Communicate effectively new venture marketing solutions both in oral and written contexts

Creative Portfolio

Due: **Thursday of week 13, 11 pm**

Weighting: **40%**

Task description

Each individual is required to provide write-up on what they learned while developing their creative portfolio.

Type of collaboration

Individual

Format

Please refer to iLearn Unit Page

Length

2000 words

Inherent task requirement

None

On successful completion you will be able to:

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Critique and make decisions with respect to new venture marketing challenges
- Communicate effectively new venture marketing solutions both in oral and written contexts

Delivery and Resources

Case study approach and tutorial on weekly basis

Unit Schedule

Week	Topic	Case	Reading	Portfolio Activity
Week 1	Introduction to Marketing Creativity			No
Week 2	Product Applications I	Emotiv System		Yes
Week 3	Product Applications II	CVS Health		Yes
Week 4	Motivation and Creativity I	The Whiteside Lab		Yes
Week 5	The 4 Ps and Segmentation			Yes
Week 6	Motivation and Creativity II	Barry Riceman at NetD		Yes
Week 7	Motivation and Creativity III	Butler, Shine, Stern & Partners		Yes
Week 8	Creative Environment I	Creativity under the Gun at Litmus		Yes
Week 9	Creative Environment II	Crutchfield Chemical Engineering		Yes
Week 10	Clientisma I	e-Types A/S		Yes
Week 11	Clientisma II	IDEO Product Development		Yes
Week 12	Evaluation and Creativity plus Portfolio Debrief	Wyeth Pharmaceuticals		No
Week 13	Overall Unit Evaluation and Class Discussion			No

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 outcomes

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Critique and make decisions with respect to new venture marketing challenges
- Communicate effectively new venture marketing solutions both in oral and written contexts

Assessment tasks

- Case Analysis
- Creative Portfolio

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Critique and make decisions with respect to new venture marketing challenges

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

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems
- Critique and make decisions with respect to new venture marketing challenges
- Communicate effectively new venture marketing solutions both in oral and written contexts

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

- Explain theories and concepts associated with new product development in new ventures
- Identify and apply techniques and frameworks to evaluate and analyse new venture marketing problems

- Critique and make decisions with respect to new venture marketing challenges
- Communicate effectively new venture marketing solutions both in oral and written contexts

Assessment tasks

- Case Analysis
- Creative Portfolio

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:

Assessment tasks

- Case Analysis
- Creative Portfolio

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

- Communicate effectively new venture marketing solutions both in oral and written contexts

Global Contexts and Sustainability

The cases address management issues in a number of countries, including Australia, the USA and Denmark

Research and Practice

This unit allows students to learn the latest in academic research into creativity. The lecturer is the best published and most cited researcher in creativity in marketing, with more than a thousand citations. This research influences how he analyses cases and designs portfolio tasks. For more background on his approach, some of his key works include:

O'Connor, Huw, Scott Koslow, Mark Kilgour and Sheila Sasser, (2016), "Do Marketing Clients Really Get the Advertising They Deserve? The Trade-Off between Strategy and Originality in Australian and New Zealand Agencies," *Journal of Advertising*, forthcoming.

Koslow, Scott (2015), "I Love Creative Advertising: What It Is, When to Call for It, and How to Achieve It," *Journal of Advertising Research*, 55 (1), March, 5-8. Lead Article

Sasser, Sheila L and Scott Koslow, (2012), "Passion, Expertise, Politics and Support: Creative Dynamics in Advertising Agencies," *Journal of Advertising*, 41, 3 (fall), 5-17. Lead article

Kilgour, Mark and Scott Koslow (2009), "Why and How Do Creative Thinking Techniques Work?: Trading Off Originality and Appropriateness to Make More Creative Advertising," *Journal of the Academy of Marketing Science*, 37 (3), 298-309.

Sheila L. Sasser and Scott Koslow (2008), "Desperately Seeking Advertising Creativity: Engaging an Imaginative 3 P's Research Agenda," *Journal of Advertising*, 37 (Winter), 5-19. Lead article

Koslow, Scott, Sheila L. Sasser and Edward A. Riordan (2006), "Do Marketers Get the Advertising They Need or the Advertising They Deserve? Agency Views of How Clients Impact Creativity," *Journal of Advertising*, 35, 3 (Fall), 85-104. Runner up for Best Article Award

Koslow, Scott, Sheila Sasser and Edward A. Riordan (2003), "What Is Creative to Whom and Why?: Perceptions in Advertising Agencies," *Journal of Advertising Research*, 43 (March), 96-110.

Stewart, David W. and Scott Koslow (1989), "Executional Factors and Advertising Effectiveness: A Replication," *Journal of Advertising*, 18 (3), 21-32. Winner, Best Article Award