

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MRKT13014 Marketing Innovation and New Product Development

Term 1 - 2026

Profile information current as at 05/12/2025 02:47 pm

All details in this unit profile for MRKT13014 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit aims to introduce theories and strategies of new product development and product management over its life cycle. In today's competitive global marketplace, the challenge of developing and enhancing new or existing products is significant. Successful new product development and marketing require a considerable investment of budget, time, resources, and collaboration. Throughout this unit, you will explore the social and business challenges associated with new product development and understand the vital role of socially innovative products and services within an organisation. You will also engage in market appraisal and conduct cost-benefit analysis for new product development and implementation. Additionally, you will analyse effective marketing strategies for launching new products. This unit will present a variety of established models and frameworks to evaluate each stage of the new product development process, as well as life cycle strategies and innovative marketing approaches.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Pre-requisite: MRKT11029 Fundamentals of Marketing.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2026

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 12 January 2026

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback

Students appreciated interacting with the unit coordinator during scheduled weekly Zoom workshops that focused on weekly learning activities and provided an opportunity to discuss assessments.

Recommendation

Schedule at least one weekly Zoom workshop to cover the learning activities and discuss assessments. All Zoom meetings will be recorded and made available on the unit Moodle website within 24 hours. This will assist students who are unable to attend.

Feedback from Student feedback

Feedback

Students were open to receiving assessment guidelines, marking rubrics, mark sheets, and exemplars.

Recommendation

Offer students extra assessment support by providing assessment guidelines, marking rubrics, mark sheets, and exemplars accessible on the unit Moodle site.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 12 January 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.