



MRKT20052 *Marketing for Managers*

Term 1 - 2017

Profile information current as at 24/04/2024 12:55 am

All details in this unit profile for MRKT20052 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

In this unit, you will examine the role and importance of marketing in an organisation. The concepts of marketing are explained in detail and you will understand how the marketing process works in an increasingly complex and competitive business environment. Marketing planning and strategy are covered together with an evaluation of the major tools and techniques used by contemporary professional marketers. If you have successfully completed the unit MRKT20019 you should not enrol in this unit.

Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

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 - 2017

- Brisbane
- Cairns
- Distance
- Melbourne
- 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

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Test**

Weighting: 20%

2. **Written Assessment**

Weighting: 40%

3. **Written Assessment**

Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

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 Have your say survey

Feedback

It was found that a few students need more time to complete each quiz test.

Recommendation

When designing the assessment next time, the course coordinator will allow 70 minutes (instead of 60 minutes for 50 Multiple Choice Questions) for each quiz test.

Action

The unit coordinator allowed 70 minutes for each quiz test.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. critically understand and assess the key role of marketing management in the business environment
2. explain and outline the strategic marketing process
3. demonstrate critical thinking about the marketing environment and appraise marketing opportunities
4. formulate and support a customer-driven marketing strategy
5. develop, effectively communicate and evaluate a comprehensive marketing plan and program
6. evaluate and apply the concept of responsible marketing.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Online Test - 20%	•	•	•			•
2 - Written Assessment - 40%	•	•	•	•	•	•
3 - Written Assessment - 40%	•	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Knowledge	○	○	○	○	○	○
2 - Communication	○	○	○	○	○	○

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
3 - Cognitive, technical and creative skills	○	○	○	○	○	○
4 - Research		○	○	○	○	○
5 - Self-management	○	○	○	○	○	○
6 - Ethical and Professional Responsibility	○	○	○	○	○	○
7 - Leadership	○	○	○	○	○	○
8 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Online Test - 20%	○	○	○	○	○	○		
2 - Written Assessment - 40%	○	○	○	○	○	○	○	
3 - Written Assessment - 40%	○	○	○	○	○	○	○	

Textbooks and Resources

Textbooks

MRKT20052

Prescribed

Marketing Management: An Asian Perspective

Edition: 6th (2013)

Authors: Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan

Pearson

Singapore

Binding: Paperback

Additional Textbook Information

This book is an e-book created by the publisher upon receiving a request from the unit coordinator. The price for this textbook is A\$50 only; making this more affordable to our students. This textbook is available online for purchase at the following URL: www.pearson.com.au/9789814576611

Paper copies are still available, if preferred at CQUni Bookshop: <http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Parves Sultan Unit Coordinator

p.sultan@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Marketing in the 21st Century	1	

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Gathering Information and Scanning the Marketing Environment	3	

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Research and Forecasting Demand	4	

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analyzing Customer Value, Satisfaction and Loyalty	5	Online Quiz 1 opens/Friday at 7 AM
Analyzing Consumer Markets	6	
Creating Market Segments and Targeting	8	

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Product Strategy	12	Online Quiz 1 closes/Sunday at 5 PM
Designing and Managing Services	13	
New Market Offerings	20	

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
		X
X	X	Individual Written Task - 2 Due: Vacation Week Friday (14 Apr 2017) 5:00 pm AEST

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Developing Pricing Strategies and Programs	14	

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

Designing and Managing Marketing Channels and Value Networks	15
Managing Retailing, Wholesaling and Logistics	16

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Designing and Managing Integrated Marketing Communications	17	
Managing Mass Communications	18	
Managing Personal Communications	19	

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Competitive Dynamics	11	

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Customer-Centric Marketing Planning in the Corporate, Division and Business Unit Levels	2	Online Quiz 2 opens/Friday at 7 AM

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Tapping into Global Markets	21	Online Quiz 2 closes/Sunday at 5 PM

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Managing a Holistic Marketing Organization Unit Review	22	Individual Written Task - 3 Due: Week 12 Friday (2 June 2017) 5:00 pm AEST

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Individual Task - 1 (Online Quiz Tests)

Assessment Type

Online Test

Task Description

Due date

*Online quiz 1 starts in week 4 (at 7:00 AM AEST Friday) and closes in week 5 (at 5:00 PM AEST Sunday) in Moodle.
Online quiz 2 starts in week 10 (at 7:00 AM AEST Friday) and closes in week 11 (at 5:00 PM AEST Sunday) in Moodle.*

Chapters to be covered

*Online quiz 1: All the chapters between week 1 and week 5.
Online quiz 2: All the chapters between week 6 and week 11.*

Number of MCQs

50 questions will appear randomly in each test.

Weighting

20% (in two quiz tests).

Duration

70 minutes for each test.

Note: All times shown are in Australian Eastern Standard Time – you may need to adjust for your own time zones if

completing the online test. The test can only be taken once, so do not open the test until you are ready to complete the entire test.

Important Advice

- You can get some sample quizzes on the unit Moodle site for exercises. Alternatively, publisher's quizzes are located at www.pearson.com.au/mymarketinglab, provided you have bought the textbook.
- Responsibility for access, ISP, browsers, connection and the computer you use (irrespective of who owns it) remains with the student. Failure of equipment is not a ground for special consideration, extensions of tests or special arrangements. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the worldwide web.
- The unit coordinator will not open the quiz again for problems related to last minute attempts. Special consideration or arrangements will not be granted where the student attempts to complete the online tests WITHIN THE LAST 24 HOURS of the test and encounters problems that cannot be resolved before the expiry of the online tests. Extension of the deadline for submitting the quiz will only be considered as per the 'Assessment of Coursework Procedure' policy.
- Refer system access problems (e.g. MOODLE login or password issues) to the Client Service Centre at tasac@cqu.edu.au as early as possible.
- *"My computer has frozen up during an online test - what do I do?"* The first thing to do is "don't panic"! **Email the unit coordinator immediately for assistance identifying THE NATURE OF THE PROBLEM (WITH AN IMAGE, IF POSSIBLE), THE UNIT CODE, UNIT NAME, THE QUIZ NUMBER, YOUR FULL NAME, STUDENT NUMBER AND CAMPUS.** Any omissions of this required information may delay a response.
- If a student requests a reset of their account and the Unit Coordinator agrees to that request, but subsequently the student does not complete the test within the deadline, it will be deemed that the test has not been completed and a score of zero will apply. Note that the determination of whether the online test result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in a test and then asking for a reset will not be considered.

Assessment Due Date

Closes on Sunday at 5 PM AEST/week 5 and week 11

Return Date to Students

The score will be available in Moodle.

Weighting

20%

Assessment Criteria

Marking Criteria

Online marking. The online quiz tests aim to engage students with the conceptual understanding of the unit resources. You can get some sample quizzes on the unit Moodle site for exercises. You will be given 70 minutes ONLY for each test. The total score for the quiz is 20 marks, or 10 marks for each test.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- critically understand and assess the key role of marketing management in the business environment
- explain and outline the strategic marketing process
- demonstrate critical thinking about the marketing environment and appraise marketing opportunities
- evaluate and apply the concept of responsible marketing.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

2 Individual Written Task - 2

Assessment Type

Written Assessment

Task Description

Individual Written Task - 2:

This assessment task requires you **to analyze the "marketing and competitive environment" of a University brand (such as "CQUniversity" etc.) in Australia**. Consider that you are a marketing manager of one such University in Australia. The analysis of the marketing and competitive environment should include (but is not limited to): *background, market summary, and demand assessment, segmentation & target market, current marketing mix analysis [including current offer (product/service), distribution, promotion, and price], PEST analysis, competitor analysis of a close competitor/competing brand), SWOT analysis, and value & brand positioning analyses.*

Notes:

- The word limit for this report is 1500, *excluding* abstract or executive summary and references.
- It is expected that the report will be based on research findings, including data and information from the Australian Bureau of Statistics, Austrade, relevant and authentic Websites, textbooks, recent (i.e., 2012-2017) and relevant journal papers, personal experience and observation.
- This report requires students to demonstrate an understanding of relevant concepts, theories, tools, and models covered up to week 5 (at a minimum level).
- You need to follow similar examples that are available in your textbook, Moodle site and/or on the Web.
- You are strongly suggested to attend the lecture, tutorial, and online discussion sessions.
- Each assessment must be uploaded as a .doc or .docx file (word file).
- The "Turnitin" matching rate must not exceed 30%. The unit coordinator in consultation with the Deputy Dean of Learning and Teaching (DDLTL) will decide about the nature of a penalty for a greater than 30% matching rate.
- Please familiarize yourself with the policies, such as assessment extension, late submission penalty and the like.
- If you have any difficulty, please discuss this with your lecturer/tutor and unit coordinator.

Assessment Due Date

Vacation Week Friday (14 Apr 2017) 5:00 pm AEST

Return Date to Students

Week 8 Friday (5 May 2017)

Weighting

40%

Assessment Criteria

- Title page, table of contents and abstract: 2 marks
- Background: 4 marks
- Market summary and demand assessment: 4 marks
- Segmentation and target market: 4 marks
- Current marketing mix analyses: 4 marks
- PEST analyses: 4 marks
- Competitor analyses: 4 marks
- SWOT analyses: 4 marks
- Value and brand positioning analyses: 4 marks
- Conclusion: 2 marks
- Citation, language, format and references: 4 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Find the upload link in the course Moodle site.

Learning Outcomes Assessed

- critically understand and assess the key role of marketing management in the business environment
- explain and outline the strategic marketing process
- demonstrate critical thinking about the marketing environment and appraise marketing opportunities

- formulate and support a customer-driven marketing strategy
- develop, effectively communicate and evaluate a comprehensive marketing plan and program
- evaluate and apply the concept of responsible marketing.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

3 Individual Written Task - 3

Assessment Type

Written Assessment

Task Description

Individual Written Task - 3

This individual written task 3 is directly related to your mid-term assessment (i.e., individual written task 2). This final task is a summative assessment and a portfolio that builds upon the assessment task 2. Therefore, this final task requires your knowledge, skills, experience, and feedback that you learned from the assessment task 2. In fact, about 50% discussion of your written task 3 will be generated from the assessment task 2. However, please make sure that the "turnitin" matching rate is still less than 30%.

While the assessment task 2 asked you to analyze and prepare a report on 'marketing and competitive environment of a University Brand', the assessment task 3 requires you **to prepare a marketing plan for 2018 for the same University Brand** based on your analysis of 'marketing and competitive environment of a University Brand'. The marketing plan should include (but is not limited to): *executive summary, background, market summary and demand analysis, demography including segmentation & target market analysis, PEST analysis, competitor analysis including their aim, objective and marketing promotion analysis (write about a close competing brand), SWOT analysis, value & brand positioning analyses, proposed marketing aim and promotional objectives for 2018 with justification, marketing mix strategies, competitive strategies, media and budget allocation for 2018 with justification, expected outcomes and conclusion, and finally, references.*

Notes:

- The word limit for this report is 3000, *excluding* abstract or executive summary and references.
- It is expected that the report will be based on research findings, including data and information from the Australian Bureau of Statistics, Austrade, relevant and authentic Websites, textbooks, recent (i.e., 2012-2017) and relevant journal papers, personal experience and observation, and your formative assessment (i.e., individual written task 2).
- This report requires students to demonstrate an understanding of relevant concepts, theories, tools, and models discussed in this unit.
- You need to follow similar examples that are available in your textbook, Moodle site and/or on the Web.
- You are strongly suggested to attend the lecture, tutorial, and online discussion sessions.
- Each assessment must be uploaded as a .doc or .docx file (word file).
- The "Turnitin" matching rate must not exceed 30%. The unit coordinator in consultation with DDLT will decide about the nature of a penalty for a greater than 30% matching rate.
- Please familiarize yourself with the policies, such as assessment extension, late submission penalty and the like.
- Please cite and reference relevant data and information, where applicable. The examiners expect authentic citations/references for GDP data, per capita income, sales data, demographic data, market share and growth related data and the like.
- For data related to media and budget allocation, BCG matrix, industry - competitors' sales/market share, product life cycle (PLC), market share and growth data, and the like can be hypothetically developed (if you do not find those). In these cases, simply write "source: assumed and prepared for this assignment task only". Please remember that the data/info that is readily available on the Web or in other published resources cannot be 'assumed' for the purpose of this assessment task.
- If you have any difficulty, please discuss this with your lecturer/tutor and unit coordinator.

Assessment Due Date

Week 12 Friday (2 June 2017) 5:00 pm AEST

Return Date to Students

Exam Week Friday (16 June 2017)

Weighting

40%

Assessment Criteria

- Title page, table of contents, executive summary: 3 marks
- Background: 2 marks
- Market and demand assessment, including demography, segmentation & target market analysis: 3 marks
- PEST analysis: 2 marks
- Competitor analysis including their aim, objective and marketing promotion analysis: 3 marks
- SWOT analysis: 2 marks
- Value & brand positioning analyses: 2 marks
- Marketing aim and promotional objectives for 2018: 4 marks
- Marketing mix strategies: 5 marks
- Competitive strategies: 5 marks
- Media and budget allocation for 2018: 5 marks
- Expected outcomes and conclusion: 2 marks
- Citation, language, format, and references: 2 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Find the upload link in the unit Moodle site.

Learning Outcomes Assessed

- critically understand and assess the key role of marketing management in the business environment
- explain and outline the strategic marketing process
- demonstrate critical thinking about the marketing environment and appraise marketing opportunities
- formulate and support a customer-driven marketing strategy
- develop, effectively communicate and evaluate a comprehensive marketing plan and program
- evaluate and apply the concept of responsible marketing.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem