



# MRKT20052 Marketing Management and Digital Communications

## Term 3 - 2017

Profile information current as at 09/12/2022 10:13 pm

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 examined and you will assess how the marketing process works in an increasingly complex and competitive business environment. You will analyse marketing planning and strategy and evaluate various tools and techniques used by professional marketers. The increasing attention to social media and the digital space as a means of connecting organisations to customers and stakeholders is also an underlying theme addressed 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 3 - 2017

- Brisbane
- 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. **Presentation**

Weighting: 20%

#### 2. **Report**

Weighting: 40%

#### 3. **Examination**

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

Quiz tests with 50 questions and for 70 minutes were found lengthy.

##### Recommendation

A revision in all assessments is under consideration.

## Unit Learning Outcomes

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

1. Critically assess the key role of marketing management in the business environment
2. Examine strategic marketing processes in organisations
3. Analyse marketing environment and appraise marketing opportunities
4. Formulate and support a customer-driven marketing strategy
5. Develop, communicate and evaluate a comprehensive marketing plan and program using both traditional and emerging tools, including digital communication and social media platforms
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 - Presentation - 20%	•	•	•	•	•	•
2 - Report - 40%	•	•	•	•	•	•
3 - Examination - 40%		•	•	•	•	

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Knowledge	○	○	○	○	○	○
2 - Communication	○	○	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○	○

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
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 - Presentation - 20%	○	○	○	○	○			
2 - Report - 40%	○	○	○	○				
3 - Examination - 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 ebook 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](http://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](mailto:p.sultan@cqu.edu.au)

## Schedule

### Week 1 - 06 Nov 2017

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

### Week 2 - 13 Nov 2017

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

### Week 3 - 20 Nov 2017

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

### Week 4 - 27 Nov 2017

Module/Topic	Chapter	Events and Submissions/Topic
Analyzing Customer Value, Satisfaction, and Loyalty; Analyzing Consumer Markets; Creating Market Segments and Targeting	5, 6, 8	

### Vacation Week - 04 Dec 2017

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 5 - 11 Dec 2017

Module/Topic	Chapter	Events and Submissions/Topic
Product Strategy; Designing and Managing Services; New Market Offerings	12, 13, 20	

### Week 6 - 18 Dec 2017

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

### Week 7 - 01 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Designing and Managing Marketing Channels and Value Networks; Managing Retailing, Wholesaling, and Logistics	15, 16	1) Assessment task due: Presentation <b>Team presentation</b> Due: Week 7 Friday (5 Jan 2018) 5:00 pm AEST

### Week 8 - 08 Jan 2018

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

#### Week 9 - 15 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Digital Communications	Readings are in Moodle	

#### Week 10 - 22 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Competitive Dynamics	11	2) Assessment task due: Reports <b>Report</b> Due: Week 10 Friday (26 Jan 2018) 5:00 pm AEST

#### Week 11 - 29 Jan 2018

Module/Topic	Chapter	Events and Submissions/Topic
Customer Centric Marketing Planning in the Corporate, Division and Business Unit Levels	2	

#### Week 12 - 05 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing a Holistic Marketing Organization + Unit Review + Exam Advice	22	

#### Review/Exam Week - 12 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
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#### Exam Week - 12 Feb 2018

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Team presentation

#### Assessment Type

Presentation

#### Task Description

##### Assessment task:

The assessment task 1 (presentation) is a plan of activities for assessment task 2 (report). In the assessment task 1 (presentation), each team/individual needs to present: how you can develop and deliver a better value to a brand. Please choose a brand from one of the following product or service categories.

- An engineering consultancy service at a local town/city,
- A beachfront motel at a local town/city,
- A home delivery service at a local town/city, or
- A socially innovative product for a local town/city/community.

##### Assessment instructions:

- Prepare your PowerPoint presentation with 10 slides (maximum). Each team will have up to 15 minutes (maximum) to present their task.
- For face-to-face/metro-campus students: you need to form a team of three (03) members (maximum) between week 1 and week 4. All in-class presentations will take place in weeks 5, 6 and 7. Your local campus lecturer/tutor will help you in forming a team and scheduling your presentation task in a timely manner. You will receive some

brief feedback from your campus lecturer/tutor immediately after your presentation. Your campus lecturer/tutor is responsible to mark your assessment tasks; however, the marked tasks could be moderated by the unit coordinator. It is expected that each team member contributes to the task equally. You will also need to upload the task on the Moodle site by week 7.

- For distance, online or flex students: you can either submit your assessment task individually or team up with one or more distance, online or flex students. You can use Moodle's social/discussion forum to find other team members. You need to have a voiceover in your PowerPoint slides. For hints on how to convert a PowerPoint slide to a presentation with voiceover, please view the links below. Adding a voiceover to PowerPoint presentations in 5 easy steps: <http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>. You can also watch some YouTube videos. Please upload the task on the Moodle site by week 7. Your unit coordinator will provide you some brief feedback and mark your task.
- Any assessment with a 'Turnitin' score of more than 20% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If we find a substantial matching rate in the 'Turnitin' report, your task will be forwarded to an appropriate office/authority for necessary actions.
- Please ensure that your presentation includes relevant marketing concepts, theories, tools, and models discussed in the unit until week 5.
- Please familiarise yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policy and the like.

### **Assessment Due Date**

Week 7 Friday (5 Jan 2018) 5:00 pm AEST

### **Return Date to Students**

Week 7 Friday (5 Jan 2018)

### **Weighting**

20%

### **Assessment Criteria**

#### **Marking criteria and expected contents of the presentation:**

- Title slide - (2 marks) - includes students' names, ID numbers, unit code and name, campus, term and year, the title of the assessment task, and names of the unit coordinator, lecturer, and tutor.
- Background - (5 marks) - includes an aim of this assessment, a brief *explanation* about a product, service or brand chosen, and its competitors. A brief *outline* of target markets, current value and its position in the market, and *justification* for proposing a better value should also be included in this section.
- Research methods - (5 marks) - includes a brief *outline* of the tools, resources, and techniques that *will be* used to *identify, gather and analyse* data/information about target markets, customer values, brand's current and offered value, and competitors' value propositions.
- Current value analysis - (5 marks) - includes a design about *how you will describe and explain* customers' perceived value of a chosen product, service or brand, and how competitors meet those values. Based on current theories, you also need to demonstrate *how you will* position your brand's values as compared to customers' perceived values and competitors' values.
- Conclusion and references - (3 marks) - includes a summary of the presentation, and a list of at least 15 citations and references of some published academic and research papers, textbooks and authentic Web sources.

### **Referencing Style**

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

### **Submission**

Online

### **Learning Outcomes Assessed**

- Critically assess the key role of marketing management in the business environment
- Examine strategic marketing processes in organisations
- Analyse marketing environment and appraise marketing opportunities
- Formulate and support a customer-driven marketing strategy
- Develop, communicate and evaluate a comprehensive marketing plan and program using both traditional and emerging tools, including digital communication and social media platforms
- Evaluate and apply the concept of responsible marketing.

## Graduate Attributes

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

## 2 Report

### Assessment Type

Report

### Task Description

#### Assessment task:

Assessments 1 and 2 are related. While assessment 1 is a group presentation and a plan of actions, assessment 2 is an individual report that is based on the findings of the plan of actions. You will prepare a marketing promotion plan, including digital communications with an aim to deliver and communicate better values for a chosen product, service or brand, and for the targeted market(s). You have to work with the same product, service or brand and within the same category that you have chosen for the assessment task 1. However, this is an individual assessment task so you are required to demonstrate your own original work.

#### Assessment instructions:

- This individual report will have 2500–3000 words between introduction and conclusion sections. Please upload the task through the appropriate Moodle link by week 10.
- It is expected that the report will be based on some research findings, including data and information from the Australian Bureau of Statistics, Austrade, relevant and authentic Web sites, textbooks, recent and relevant journal papers, and will use your experience and observation based on the formative assessment (i.e., presentation/assessment task 1).
- Each assessment must be uploaded as a .doc or .docx file (word file).
- Any assessment with a 'Turnitin' score of more than 20% will be checked by the marker and unit coordinator for plagiarism although it may not necessarily mean that you have plagiarised. If we find a substantial matching rate in the 'Turnitin' report, your task will be forwarded to an appropriate office/authority for necessary actions.
- You are strongly suggested to attend the lecture, tutorial, and discussion sessions. Please also follow the examples available on the Moodle site, textbook, and/or on the Web.
- Please ensure that your presentation includes relevant marketing concepts, theories, tools, and models discussed in the unit until week 10.
- Please cite and reference relevant data and information, where applicable. Your examiners expect authentic citations/references for GDP data, per capita income, sales data, demographic data, market share and growth-related data and the like.
- Where applicable, 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. This is applicable if you do not find relevant data in various secondary sources. In these cases, simply write "source: assumed and prepared for this assignment task only". Please remember that the data/information that is readily available on the Web or in other published resources cannot be 'assumed' for this assessment task.
- Please familiarise yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policy and the like.
- If you have any difficulty, please discuss this with your lecturer/tutor and unit coordinator.

#### Assessment Due Date

Week 10 Friday (26 Jan 2018) 5:00 pm AEST

#### Return Date to Students

Week 12 Friday (9 Feb 2018)

#### Weighting

40%

#### Assessment Criteria

#### Marking criteria and expected contents of the report:



- Title page, table of contents and executive summary – (3 marks) – includes a title page, table of contents and executive summary that are professionally written and organized. The executive summary contains the purposes and structurally presents the whole report in 3-5 paragraphs on a page.
- Background – (6 marks) – includes an aim, a brief *explanation* about the product or service chosen within a category described above, target market, a brief *discussion* about the current value and its position in the market as compared to its competitors, and *justification* for proposing a better value.
- Research methods – (6 marks) – includes a brief *outline and justification* of the tools, resources, and techniques *used* to (i) gather and analyse data/information about the target market, customer value and competitors' value propositions; and (ii) design and communicate future value propositions for the chosen product/service.
- Current value analysis – (10 marks) – includes a *presentation, analysis and explanation* of customers' perceived value for the chosen product, service or brand; and how competitors meet those values. You also need to *demonstrate* the current 'value' position of your chosen product, service or brand within the industry/category described above. In this instance, use of theoretical frameworks, including important—performance framework to explain value positioning, would be useful.
- Marketing promotion plan – (10 marks) – includes a clear demonstration of the objectives of the marketing promotional mix elements, including digital communications and allocated budgets in order to convey better and right values to the target market(s). The media and budget allocation for each of the promotional mix elements are structured and mapped against the objectives of the promotional mix elements. The discussion is consistent, succinct and specific with product, service or brand value analysis, competitor analysis, brand positioning analysis.
- Conclusion, language, format, and references – (5 marks) – includes a summary of the report with correct grammar, spelling and punctuation, formatting, citation and referencing styles. Provide a list of at least 15 citations and references of some published academic and research papers, textbooks and authentic Web sources.

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Critically assess the key role of marketing management in the business environment
- Examine strategic marketing processes in organisations
- Analyse marketing environment and appraise marketing opportunities
- Formulate and support a customer-driven marketing strategy
- Develop, communicate and evaluate a comprehensive marketing plan and program using both traditional and emerging tools, including digital communication and social media platforms
- Evaluate and apply the concept of responsible marketing.

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

## Examination

### Outline

Complete an invigilated examination.

### Date

During the examination period at a CQUniversity examination centre.

### Weighting

40%

### Length

120 minutes

### Exam Conditions

Closed Book.

### Materials

Dictionary - non-electronic, concise, direct translation only (dictionary must not contain any notes or comments).  
 Calculator - non-programmable, no text retrieval, silent only

## 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