



MRKT20052 Marketing Management and Digital Communications

Term 1 - 2018

Profile information current as at 26/04/2024 02:35 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 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 1 - 2018

- 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. **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 (Print Version)

Edition: 7th edn (2017)

Authors: Kotler, P

Pearson Australia

Sydney , NSW , Australia

ISBN: 978-1-292-08958-4

Binding: Paperback

Additional Textbook Information

Paper copies are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> Alternatively there is an ebook version at the publisher's website here: <http://www.pearson.com.au/9781292089652>

[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

Saalem Sadeque Unit Coordinator

s.sadeque@cqu.edu.au

Ann Mitsis Unit Coordinator

a.mitsis@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Defining marketing for new realities	Chapter 1 of Kotler et al.	

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing marketing strategies and plans	Chapter 2 of Kotler et al.	

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Gathering information and forecasting demand	Chapter 3 of Kotler et al.	

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Conducting marketing research	Chapter 4 of Kotler et al.	

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Creating customer value, satisfaction, and loyalty; Analyzing consumer markets; Identifying market segments and targeting	Chapters 5, 6, & 8 of Kotler et al.	

Vacation Week - 09 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week	Vacation week	Vacation week

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Setting product strategies; Designing and managing services; Introducing new product offerings	Chapters 12, 13, & 21 of Kotler et al.	Presentation Due: Week 6 Monday (16 Apr 2018) 11:55 pm AEST

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing pricing strategies and programs	Chapter 14 of Kotler et al.	

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Designing and managing marketing channels and value networks; Managing retailing, wholesaling, and logistics

Chapters 15 & 16 of Kotler et al.

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing integrated marketing communications; Managing mass communications; Managing personal communications	Chapters 17, 18 & 20 of Kotler et al.	

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing digital communications	Chapter 19 of Kotler et al.	Marketing Plan Due: Week 10 Friday (18 May 2018) 11:55 pm AEST

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Creating brand equity; Crafting the brand positioning	Chapters 9 & 10 of Kotler et al.	

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Managing a holistic marketing organization; Review for exam	Chapter 23 of Kotler et al.	

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

Assessment Tasks

1 Presentation

Assessment Type

Presentation

Task Description

This assessment task requires you to conduct a situational analysis that consists of a comprehensive external and internal analysis for a new product or service from the pre-determined list available in the unit's Moodle page (see assessment section). This assessment sets the foundations for assessment 2. You are required to prepare a 5 minute PowerPoint presentation that includes a maximum of 10 slides (including title and reference slides). Your presentation should at least show an application of all marketing concepts, theories, tools and models discussed in the unit until week 5 to that new product.

For students located at the local campuses: This assessment will be a team effort. Your campus lecturer will help organise you in a team of 3 members by Week 3. The objectives of the team-based assessment are to enable you to develop your communication and interpersonal skills, achieve cross-cultural understanding, strengthen your critical and rational thinking abilities and learning and enjoy different perspectives on the same topic. On-campus students will present their slides to their tutor and peers during week 6 and week 7 (if required).

For distance education (Flex) students: You can either complete this assessment individually or in a group (not more than 3 members). You can use the Moodle forum to find group members. Please inform the unit coordinators of your group membership by the end of Week 3. You are required to prepare PowerPoint slides with voiceover (5 minute maximum).

This assessment is due in week 6 (16th of April; 11:55PM AEST) and both online and on-campus students must submit their presentation slides through the moodle site. Please refer to the assessment section of the Moodle site for full details.

Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism

although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

Assessment Due Date

Week 6 Monday (16 Apr 2018) 11:55 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 1 per day unless an approved extension has been granted)

Return Date to Students

Week 8 Monday (30 Apr 2018)

Weighting

20%

Assessment Criteria

Title slide (1 mark): includes students' names, ID numbers, unit code and unit name, campus, term and year, the title of the assessment task, and names of the unit coordinator or lecturer/tutor.

Background information of the company and product/service (3 marks): includes aims of the assessment, background information of the company and the product or service chosen.

Situation analysis (5 marks): includes a description of the potential customers (i.e. market size, buying behaviour, etc.), analysis of the competitors and evaluation of the context (i.e. environmental analysis including political, economic, societal, technological and legal aspects).

Conclusion and reference (3 marks): includes a summary of the key points of the presentation. Referencing should follow the APA style.

Evidence of research (5 marks): The quality and integration of research in the presentation to support key points. This should include theoretical and empirical research findings from a combination of at least 10 (ten) academic journals and textbooks. Any website that is used to find statistical information is also considered as part of evidence of research but not part of academic journal or textbooks. Useful websites include Australian Bureau of Statistics, Austrade, CIA Factbook, Doing Business and any state or commonwealth authority websites.

Presentation quality including voiceover (3 marks): Good PowerPoint presentation with clear voiceover. You could be penalised for having small fonts (recommended font size is 20 or larger).

Referencing Style

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

Submission

Online Group

Submission Instructions

Please ensure you submit your assessment 1 as a Powerpoint presentation (.ppt or .pptx) with voice-over to assessment 1 submission link in unit's Moodle page.

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 Marketing Plan

Assessment Type

Report

Task Description

Assessment 2 requires students to work individually on their selected new product or service (from assessment 1) to create a comprehensive strategic marketing plan. This is an individual assessment with a maximum word limit of 2500. Your assessment should be an application of relevant marketing concepts learnt in the unit. There is no need to go into

details about explaining marketing concepts, rather it should be an applied discussion.

Please upload the assessment through the appropriate Moodle submission link by week 10 (18th May; 11:55PM AEST). Each assessment must be uploaded as a .doc or .docx file (word file). Please refer to the assessment section of the Moodle site for full details.

Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

Assessment Due Date

Week 10 Friday (18 May 2018) 11:55 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 2 per day unless an approved extension has been granted)

Return Date to Students

Week 12 Friday (1 June 2018)

Weighting

40%

Assessment Criteria

Title page, table of contents, executive summary and introduction (3 marks): - includes a title page, table of contents and executive summary that are professionally written and organized. The executive summary contains the key points of the whole report in 3-5 paragraphs written in single page. Introduction section should provide background information of the product or service chosen in assessment 1. You can summarize the key information from assessment 1 in the introduction section.

Discussion of the segmentation, targeting and positioning approach (10 marks): a discussion on the potential customer segments for your product or service and which one(s) you wish to target with good justifications. Also, discuss the desired positioning for the product or service. Develop a clear positioning statement.

Set 3 marketing and 3 financial objectives (3 marks): provide realistic marketing and financial objectives.

Formulation of a detailed marketing mix strategy (10 marks): should cover specifics of the product, price, promotion and place aspects.

Budget allocation for promotion mix (3 marks): should provide the media and budget allocation for each of the promotional mix elements and mapped against the objectives of the promotional mix elements. Put special emphasis on digital communications strategies.

Conclusion and reference (3 marks): includes a summary of the key points of the presentation. Provide a list of *at least 15 (fifteen)* citations and references of some published academic and research papers, textbooks and authentic Web sources. Referencing should follow the APA style.

Evidence of research (6 marks): The quality and integration of research in the writeup to support key points. This should include theoretical and empirical research findings from a combination of academic journals and textbooks. Any website which is used to find statistical information is also considered as part of evidence of research but not part of academic journal or textbooks. Useful websites include Australian Bureau of Statistics, Austrade, CIA Factbook, Doing Business and any state or commonwealth authority websites.

Mechanics (2 marks): Use of headings, sub headings, cohesion of paragraphs were of high quality. Grammar, spelling and punctuation are of exceptional standard.

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 2 for every 100 words over the allowed 2500 (+ 10%) words limit)

Referencing Style

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

Submission

Online

Submission Instructions

Please ensure you submit your work as a word document (.doc or .docx) through assessment 2 submission link in unit's Moodle page.

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).
No calculators permitted

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