



MRKT20052 Marketing Management and Digital Communications

Term 3 - 2018

Profile information current as at 09/12/2022 10:44 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 theories and 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, strategy, digital communications 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 - 2018

- 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. **Portfolio**

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 Discussions at the discipline level.

Feedback

Unit learning outcomes need to be updated.

Recommendation

An updated list of unit learning outcomes have been proposed.

Feedback from Discussions at the discipline level.

Feedback

Assessment items need to be updated.

Recommendation

Assessment items have been updated and linked to the unit learning outcomes.

Feedback from Discussions at the discipline level, with all HOCs, and HOD.

Feedback

The marking rubrics for assessments one and two have been improved for T2 2018 and will be further adjusted for T3 2018.

Recommendation

New rubrics were designed and implemented in T2 2018.

Unit Learning Outcomes

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

1. Research and analyse the marketing environment and evaluate marketing opportunities.
2. Analyse marketing concepts and theories in relation to business challenges, reflect upon the issues and synthesise complex information to develop solutions.
3. Critically assess the key role of marketing management including digital and traditional communications in the business environment.
4. Research, develop and communicate a comprehensive marketing plan.
5. Effectively communicate marketing knowledge in general business contexts.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Portfolio - 20%	•	•	•		•
2 - Report - 40%	•	•	•	•	•
3 - Examination - 40%		•	•		•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication	○		○	○	○
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 - Portfolio - 20%	○	○	○					
2 - Report - 40%	○	○	○	○	○	○	○	
3 - Examination - 40%	○	○	○			○		

Textbooks and Resources

Textbooks

MRKT20052

Prescribed

Marketing Management, an Asian Perspective

Edition: 7th (2017)

Authors: Kotler, P.

Pearson Australia

Sydney , NSW , Australia

ISBN: 978-1-292-08958-4

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

However, if you prefer a paper copy, they are still available at the CQUni Bookshop: <http://bookshop.cqu.edu.au> (search on the Unit code)

[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

Jan Lewis Unit Coordinator

m.lewis@cqu.edu.au

Schedule

Week 1 - 05 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Defining marketing for new realities	Chapter 1	Overview of unit learning and assessment requirements

Week 2 - 12 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing marketing strategies and plans	Chapter 2	Friday of week 2 - last day to add units.

Week 3 - 19 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Gathering information and forecasting demand Chapter 3

Week 4 - 26 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Conducting marketing research	Chapter 4	Tuesday of week 4 - last day to withdraw from units without financial liability and academic penalty. A1 - Portfolio Article 1 due for submission into Moodle: Week 4 Friday 30 Nov, 2018; 11:55PM AEST. Worth 10%

Vacation Week - 03 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Vacation week

Week 5 - 10 Dec 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	A1 - Portfolio Article 1 to be discussed in tutorials or online. See further information provided in Moodle under the Assessment Topic.

Week 6 - 17 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Setting product strategies; Designing and managing services; Introducing new product offerings	Chapters 12, 13 & 21	A1 - Portfolio Article 2 due for submission into Moodle: Week 6 Friday 21 Dec, 2018; 11:55PM AEST. Worth 10%

Week 7 - 31 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Developing pricing strategies and programs	Chapter 14	A1 - Portfolio Article 2 to be discussed in tutorials or online. See further information provided in Moodle under the Assessment Topic.

Week 8 - 07 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing marketing channels and value networks; Managing retailing, wholesaling, and logistics	Chapters 15 & 16	

Week 9 - 14 Jan 2019

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

Week 10 - 21 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Managing digital communications Chapter 19

A2 - Oral presentations will be held in tutorial classes for on-campus students or online via Zoom for distance education students. See further information provided in Moodle under the Assessment Topic.

Marketing Plan Due: Week 10
Monday (21 Jan 2019) 11:55 pm AEST

Week 11 - 28 Jan 2019

Module/Topic	Chapter	Events and Submissions/Topic
Creating brand equity; Crafting the brand positioning	Chapters 9 & 10	A2 - Oral presentations will continue in tutorial classes for on-campus students or online via Zoom for distance education students. See further information provided in Moodle under the Assessment Topic.

Week 12 - 04 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
Managing a holistic marketing organization; Review for exam	Chapter 23	Review for your final exam will be conducted this week.

Exam Week - 11 Feb 2019

Module/Topic	Chapter	Events and Submissions/Topic
Exam Week		Your final exam will be scheduled and held during the Exam period. Be sure you have checked the time and location information in your myCQU.

Assessment Tasks

1 A1 - Portfolio Articles Analysis

Assessment Type

Portfolio

Task Description

Due date:	<ul style="list-style-type: none">Article 1 Submitted online to Moodle by Friday of Week 4 (11:00pm AEST); discussed in Week 5Article 2 Submitted online to Moodle by Friday of Week 6 (11:00pm AEST); discussed in Week 7
Weighting:	Each article is worth 10% for a total grade of 20%
Length:	Each article is to be no more than 600 words in length (excluding your reference list)
Submission Notes:	<ul style="list-style-type: none">This is an individual piece of assessment. Each student will source and report on 2 articles during the term.Internal/on campus students will present and discuss their article findings during tutorials in weeks 5 and 7.Distance Education students will discuss their articles on the allocated Moodle discussion forum in weeks 5 and 7.Further information will be provided in Moodle under the Assessment Topic.

Task:

Students are required to select two electronic articles during the term, that have been published on either of the following marketing news websites, relevant to marketing issues and/or concepts:

- Marketing Week (2018) - <https://www.marketingweek.com/>

OR

- American Marketing Association (2018) - <https://www.ama.org/publications/MarketingNews/Pages/Current-Issue.aspx>

- The article selected is required to have been published on the website no more than three weeks earlier than the article's due date. So for example, your article submission for article 1 needs to have been published on either of the websites within the 3 preceding weeks (between Monday 12th November and Friday 30th November, 2018).
- Your Referencing should indicate the publication date for the article.
- All submissions must contain a copy of the full article as an attachment including appropriate referencing for the resource.

Each article submission must not be longer than 600 words and address the following three questions:

1. What are the marketing issues illustrated in this article?
2. Who are the important stakeholders? ie Who will benefit or otherwise from the issues discussed in the article?
3. How would you respond to these issues and why? In answering this question students need to justify their proposed responses by using marketing theory.

Assessment Due Date

A1 - Portfolio Article 1 Due: Friday week 4; A1 - Portfolio Article 2 Due: Friday week 6.

Return Date to Students

Results will be released after discussions and moderation are completed. See in moodle for further information

Weighting

20%

Assessment Criteria

1. Application of Marketing theory (20%)

- Demonstrated ability to define key terms utilising appropriate marketing theories and concepts from relevant resources

2. Analysis and communication (20%)

- Demonstrated ability to explain the major marketing issues and contextual factors illustrated in the article.

3. Marketing in business contexts (20%)

- Demonstrated ability to identify and understand the major stakeholders, their benefits or otherwise resulting from marketing issues and contextual factors illustrated in the article.

4. Recommendations (20%)

- Recommendations for responding through marketing actions regarding the key issues, are well justified in light of the analysis shown.

5. Academic Quality (10%)

- Demonstrated breadth and quality of research by using a minimum of 5-10 relevant academic sources per article. Correctly using the APA in text referencing system to cite academic sources.

6. Professionalism (10%)

- Professional report layout and style including title page, executive summary, use of appropriate headings and sub headings, page numbering, Table of contents, Table of figures and tables, excellent written and oral English expression and grammar, creativity, use of tables, charts, graphs, analytical skills, communication skills.

Each article will be graded out of 100% and reduced to a mark out of 10 (2 x 10 marks = 20 marks for the assessment)

Referencing Style

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

Submission

Online

Submission Instructions

See due dates for submissions in Moodle under Assessment Topic

Learning Outcomes Assessed

- Research and analyse the marketing environment and evaluate marketing opportunities.
- Analyse marketing concepts and theories in relation to business challenges, reflect upon the issues and synthesise complex information to develop solutions.

- Critically assess the key role of marketing management including digital and traditional communications in the business environment.
- Effectively communicate marketing knowledge in general business contexts.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills

2 Marketing Plan

Assessment Type

Report

Task Description

Due Date:	Monday Week 10 (21st January, 2019) by 11:00pm AEST
Weighting:	40%
Length:	4,000 words (excluding the executive summary, appendices, table of contents, reference list, and charts).
Submission Notes:	<ul style="list-style-type: none"> • All students will upload your completed report document and your oral presentation (PPT) slides into Moodle by the due date (Monday of week 10). • This is a Group Assessment. • All on-campus students will need to present your oral presentations in your groups at times scheduled by your tutor. • Internal/on campus students will present their oral presentations in tutorial classes in weeks 10-11. • Distance Education students will present your oral presentations via online Zoom (video conference) sessions in weeks 10-11. Times will be scheduled in moodle. • Further information will be provided in Moodle under the Assessment Topic.

Task:

Assessment 2 requires students to work in groups of up to three students on a selected product or service to create a comprehensive strategic marketing plan. This is a group assessment with a maximum word limit of 4,000, that excludes the executive summary, appendices, table of contents, reference list and charts. Your assessment should be an application of relevant marketing concepts learnt in the unit.

Please upload the assessment through the Assessment 2 Moodle submission link. Each assessment must include your report uploaded as a .doc or .docx file (word file) and a powerpoint (.ppt) file. Please refer to the assessment section of the Moodle site for full details. Any assessment with a 'Turnitin' similarity score of more than 20% will be checked by the marker for plagiarism.

IT IS HIGHLY RECOMMENDED that you examine the "Sample Marketing Plan" provided in the textbook at the end of chapter 2 (pp 69-73) as an example for your work in this assessment.

In addition:

- each student in the group is to research, prepare and present on one of the following sections of your marketing plan: **Situation analysis, Marketing Strategy, Marketing Tactics**. These are the only sections that need to be presented in your oral presentation. Each student should have enough content to present for 2 minutes on their section and should be prepared to answer any questions on their section.
- For on-campus students, your presentations will start in Week 10 and your group can be called upon in any week to present, so please ensure you are present in class from Weeks 10 to 12 to participate.
- Distance students will present live via a Zoom session either during the day or in the evening at times when your Unit Coordinator is available starting in week 10.
- For all students: if you are unable to attend a class/Zoom session and do not let your lecturer/Unit Coordinator know in advance or do not have a doctor's certificate or a substantial reason why you were not present, you will receive a zero mark for your presentation.

Topic:

The basis of your marketing report is an app developed by the Australian winners of the 2018 Search for the Next Tech Girl Superhero. These apps are the prototype for a more fully developed app and to advance each app will require a marketing plan so future funding can be secured.

You are to choose one app from the following:

App No. 1.

PRIMARY SCHOOL

P-Cubed, Good News Lutheran School, Brisbane

P-Cubed's free multi-platform app, Plastic Pollution Preventers, will help young Queenslanders consider how much plastic they use in their daily lives and its environmental impacts. The app allows users to record the quantity of plastic used and make better choices when purchasing products and choosing recyclable and reusable plastic bags. By doing this we hope to reduce the 8 million tonnes of plastic that flows into the world's waterways, oceans and landfill each year. Our app is unique for two reasons; it allows users to track their plastic use, and it has been designed specifically with young Queenslanders in mind.

App. No. 2

SECONDARY SCHOOL

Domestic Angels, Gladstone State High and Boyne Island State School

The Domestic Angels app was made to allow victims of domestic and family violence (DFV) to contact Police without being detected by their abuser. This app has been disguised as a cleaning app to avoid detection by the abuser and to stop inadvertent use or abuse of the app. However, the app allows the victim to contact Police using three quiet, simple and fast steps while keeping the abuser completely oblivious to what the victim is doing and thus keeping the victim safe. The victim's message is sent by SMS directly to the Police and includes the victim's location making it easier for Police to arrive quickly.

Need to know more information about these apps? Please check in Assessment 2 Topic in moodle for further information.

- Please note that you can change the focus of the apps and even split the app into two different apps to reach two specific target markets if needed. If you choose to do this, be specific about which app you are using for this report and rename the app accordingly. Think carefully about the problem that the app tries to solve and how your group might have solved it differently or maybe in a better way. There is no correct answer to this as it depends on your findings and how you see the solution that resolves the problem under investigation.

Your marketing plan needs to include the following components as these form your marking rubric.

1. Executive Summary:

- Covering the entire marketing plan

2. Introduction:

- Includes an overview of the app or new app

3. Situation analysis:

- Market summary
- Target Markets - Includes a description of the potential customers (i.e. market size, buying behaviour, etc.)
- Market Demographics, geographics and behavioural factors
- Market Needs
- Market Trends - Macroenvironmental forces analysis evaluation of the context (i.e. political, economic, societal, technological and legal aspects)
- Competitor analysis
- SWOT analysis

4. Marketing Strategy:

- Mission statement
- At least 3 Marketing objectives - objectives should be realistic and measurable
- At least 3 Financial objectives
- Target market(s) - a discussion on the specific customer segment(s) for your selected App service with good justifications
- Positioning - discuss the desired positioning for the App and develop a clear positioning statement

5. Marketing Tactics:

- Product actions
- Pricing actions
- Distribution actions - specifically consider what digital marketing delivery methods would be most appropriate to market the completed app: online marketing, social media and/or the mobile marketing platforms? Provide justification based on your target market selected.
- Communications actions - specifically consider the digital communications actions.
- Marketing research actions - what further research do you recommend (if any)?

6. Controls:

- What are the minimum required metrics to ensure your business is achieving your marketing objectives and financial objectives?
- Key implementation milestones

7. Academic Quality:

- Demonstrated breadth and quality of research by using a minimum of 10-15 relevant academic sources. Correctly using the APA in text referencing system to cite academic sources.

8. Professionalism:

- Professional report layout and style including title page, executive summary, introduction, conclusion, use of appropriate headings and sub headings, page numbering, Table of contents, Table of figures and tables, excellent written and oral English expression and grammar, creativity, use of tables, charts, graphs, analytical skills, communication skills.
- The oral presentation is to a professional standard with the student having the ability to answer questions posed for their section.

Report format:

- Title page including names, student numbers of all group members and campus
- Executive Summary
- Table of Contents
- Introduction - Overview of the app or new app, purpose, scope and limitations
- Situation analysis
- Marketing Strategy
- Marketing Tactics
- Controls
- Conclusion
- References - at least 10 quality academic references were used and correctly referenced
- Appendices

Assessment Due Date

Week 10 Monday (21 Jan 2019) 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 (8 Feb 2019)

Assessment will be released once marking and moderation processes are completed

Weighting

40%

Assessment Criteria

Criteria	Maximum Mark
Executive Summary	10
Situation Analysis	20
Marketing Strategy	20
Marketing Tactics	15
Controls	15
Academic Quality	10
Professionalism	10
Total 100% reduced to a grade out of 40.	/100

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

- Research and analyse the marketing environment and evaluate marketing opportunities.
- Analyse marketing concepts and theories in relation to business challenges, reflect upon the issues and

- synthesise complex information to develop solutions.
- Critically assess the key role of marketing management including digital and traditional communications in the business environment.
 - Research, develop and communicate a comprehensive marketing plan.
 - Effectively communicate marketing knowledge in general business contexts.

Graduate Attributes

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

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).

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