



MRKT20052 Marketing Management and Digital Communications

Term 2 - 2019

Profile information current as at 14/12/2025 03:36 pm

All details in this unit profile for MRKT20052 have been officially approved by CQUUniversity 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 2 - 2019

- Brisbane
- Cairns
- Melbourne
- Online
- Sydney

Attendance Requirements

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

Website

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

Class and Assessment Overview

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 Student Evaluations

Feedback

Students find the group assessment of developing a marketing plan challenging.

Recommendation

A case study has been developed for the students with specific questions for each week's tutorial class during the term. These case questions relate to specific sections of the marketing plan and are designed to assist students in building skills so that they can apply to the various components of the marketing plan group assessment. The students felt more confident in completing the marketing plan when they engaged with these tutorial case questions. The case study will continue to be used for building students skills.

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	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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., Keller, K. L., Swee, H. A., Tan, C. T., Leong, S.

Pearson United Kingdom

Harlow, United Kingdom

ISBN: 978-1-292-08958-4

Binding: Paperback

Additional Textbook Information

eBook copies are available at the publisher's website here: <https://pearson.com.au/9781292089652>

If you prefer, paper copies can still be purchased at the CQUni Bookshop here: <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

Anja Pabel Unit Coordinator

a.pabel@cqu.edu.au

Elena Konovalov Unit Coordinator

e.konovalov@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Defining marketing for new realities	Chapter 1	Tutorial activity: Discussion of assessment tasks for the unit

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing marketing strategies and plans	Chapter 2	Tutorial activity: Discussion of current marketing trends and issues in a provided sample article

Week 3 - 29 Jul 2019

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

Gathering information and forecasting demand Chapter 3

Tutorial activity: Discussion of current marketing trends and issues in a provided sample article.

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Conducting marketing research	Chapter 4	Tutorial activity: Discussion of your selected portfolio articles

Week 5 - 12 Aug 2019

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	Tutorial activity: Discussion of your selected portfolio articles

Vacation Week - 19 Aug 2019

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

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Setting product strategies; Designing and managing services; Introducing new product offerings	Chapters 12, 13 & 21	Tutorial activity: Marketing plan activity 1 Portfolio Articles Analysis Due: Week 6 Tuesday (27 Aug 2019) 11:55 pm AEST

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing pricing strategies and programs	Chapter 14	Tutorial activity: Marketing plan activity 2

Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing marketing channels and value networks; Managing retailing, wholesaling, and logistics	Chapters 15 & 16	Tutorial activity: Marketing plan activity 3

Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing integrated marketing communications; Managing mass communications; Managing personal communications	Chapters 17, 18 & 20	Tutorial activity: Last minute Q&A session for assessment 2 Marketing Plan Due: Week 9 Friday (20 Sept 2019) 11:55 pm AEST

Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Managing digital communications	Chapter 19	Tutorial activity: Discussion of current social media trends

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Creating brand equity; Crafting the brand positioning	Chapters 9 & 10	Tutorial activity: Discussion of successes and failures of famous brands

Week 12 - 07 Oct 2019

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

Managing a holistic marketing organization; Review for exam

Chapter 23

Tutorial activity: Final exam review.

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 21 Oct 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week		Your final exam will be scheduled and held during the Exam period. Be sure to check myCQU for the time and location information.

Assessment Tasks

1 Portfolio Articles Analysis

Assessment Type

Portfolio

Task Description

Four media articles will be provided on the Moodle site in week 1. For this assessment, each student will choose any TWO of the four articles provided and write a reflective analysis. This is an individual assessment with a maximum word limit of 600 words for each article analysis (1,200 words in total for both articles).

In analysing the two chosen articles, the emphasis is on identifying the marketing implications of the events or issues described in the selected articles.

For each of the two selected articles, students are to prepare a write-up (in .doc or .docx format) answering the following question:

What are the implications of the events/incidents/issues in the articles from a marketing perspective and how will these impact (positively or negatively) relevant stakeholders?

The write-up for each article should be presented in the following format:

1. Concise summary of the key issues illustrated in the article.
2. Explanation of why the issues illustrated in the articles are important.
3. Discussion of implications of these issues from a marketing perspective.

Provide a list of at least 4 citations and references for your reflective analysis of each article (that is 8 relevant references in total for both articles). The references should consist of published academic and research papers and textbooks in the write-up to support key points. Ensure that your references are relevant to the issues discussed. You should also reference the chosen articles in the main submission document with the correct URL in the reference list section (this is additional to your academic references). Referencing should follow the APA style.

The analysis and write-up of your two chosen articles is due in week 6. Each article analysis submission is worth 10% equating to a total of 20% of the semester's mark for the unit. Tutorial class activities in weeks 2 and 3 are designed to assist students in preparing for their week 6 submission.

Students must be prepared to discuss their analysis of the selected two articles during tutorial classes in weeks 4 and 5 respectively. Distance students will discuss their analysis of the articles in the allocated Moodle discussion forum in weeks 4 and 5, respectively.

Any assessment with a 'Turnitin' score of more than 20% will be checked by the marker and unit coordinator for potential plagiarism issues although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment will be investigated for plagiarism and could be forwarded to an appropriate office/authority.

Assessment Due Date

Week 6 Tuesday (27 Aug 2019) 11:55 pm AEST

Return Date to Students

Week 8 Tuesday (10 Sept 2019)

Results will be released after moderations are completed.

Weighting

20%

Assessment Criteria

A brief marking criteria is provided below. A more detailed marking rubric will be provided on Moodle.

- Summary of key issues (10%)
- Explanations of issues' importance (20%)
- Reflective analysis (50%)
- Writing style (10%)
- Evidence of research (10%)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for every 100 words over the allowed 1,200 words limit).

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

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 1 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.
- 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

Students are required to choose ONE of four businesses/products (a list of businesses/products will be provided on Moodle). This assessment requires students to work individually on their selected business/product to create a comprehensive strategic marketing plan with a maximum word limit of 2,500. 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 (i.e. do not provide definitions and descriptions of relevant concepts, instead you are required to apply those to your selected business/product; you will be assessed on the quality of your conducted analysis).

Please upload the assessment through the appropriate Moodle submission link. Each assessment must be uploaded as a .doc or .docx file (word file).

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 will be investigated for plagiarism and could be forwarded to an appropriate office/authority.

Structure of the report:

Title page: The title page will include the title of your assignment, name of the business/product you prepared your marketing plan for, your name, student ID number, lecturer/tutor name, and unit name and code.

Table of contents: The table of contents will present each section of the report, including sub-headings, with their appropriate page number(s). Sections should be numbered with page number (e.g. 1.0 Introduction on page 1). Pages prior to the introduction should use lower case Roman numerals such as i, ii, iii, iv.

Executive summary: The executive summary contains the key points of the whole report in 3-5 paragraphs written on a single page. This is not an introduction to your assignment, ensure to present a summary of key findings of the entire report.

Introduction: The introduction section should provide background information of the selected company and its product or service.

Situation analysis: This section should include a PESTEL analysis, a competitor analysis, and SWOT analysis.

Customer analysis: Discussion of the segmentation, targeting and positioning approach. Discuss 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 and develop a clear positioning statement.

Problem Statement: Clearly identify the problems the product will face when introduced in the Australian market in 2019 based on the situation and customer analysis. Is it lack of awareness, pricing, distribution or other problems?

Objectives: Set 3 to 5 marketing objectives. Relate the objectives to your problem statement, situation and customer analysis. All objectives should be described using the SMART approach.

Marketing mix strategy: Should cover specifics of the product, price, promotion and place aspects.

Campaign evaluation: This section should cover specific effectiveness measures for each strategy, overall control measures for the marketing plan, and contingency actions should also be identified.

Budget allocation: Your budget allocation should be reasonable. It should also be linked to the objectives and the marketing mix strategy.

Conclusion: Includes a summary of the key points.

Evidence of research: Provide a list of at least 15 (fifteen) citations and references of relevant published academic and research papers, textbooks and authentic internet sources. Referencing should follow the APA style. You will be assessed on the quality and integration of research in the writeup to support key points. Any website which is used to find statistical information is also considered as part of evidence of research. Useful websites include Australian Bureau of Statistics, Austrade, CIA Factbook, Doing Business and any state or Commonwealth Authority websites.

Report format and writing style: Use of headings, sub headings, cohesion of paragraphs need to be of high quality. Grammar, spelling and punctuation are expected to be of exceptional standard. The report is very professionally presented with superior layout and font and heading styles. Language used, sentence construction, grammar and spelling are very professional with no easily discernible errors. Professional structure, guiding the reader through a logical analysis.

You can use the example given on pages 69-73 in the textbook as a guide. However, it is highly recommended to check other sources provided on the unit's Moodle page for examples of marketing plans. **The preparation for this assessment involves extensive research and you will need to start working on this assessment as early as possible.**

Assessment Due Date

Week 9 Friday (20 Sept 2019) 11:55 pm AEST

Return Date to Students

Week 11 Friday (4 Oct 2019)

Please note that assessment marks will be released once marking and moderation processes have been completed.

Weighting

40%

Assessment Criteria

A brief marking criteria is provided below. A more detailed marking rubric will be provided on Moodle.

- Introductory section (10%)
- Situation and customer analysis incl problem statement (20%)
- Objectives and marketing strategy (20%)
- Evaluation and budget, and conclusion (20%)
- Evidence of research and referencing (20%)
- Report format and writing style (10%)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for every 100 words over the allowed 2,500 words limit).

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

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