



MRKT20052 Marketing Management and Digital Communications

Term 2 - 2020

Profile information current as at 14/12/2025 05:28 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 - 2020

- 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. **Written Assessment**

Weighting: 40%

Assessment Grading

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

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student Evaluation Feedback.

Feedback

It was a really good experience. The unit has a combined approach of theoretical knowledge along with practical application of existing industry scenarios. No improvement is required.

Recommendation

Maintain the relevance of marketing examples.

Feedback from Student Evaluation Feedback.

Feedback

Marketing theory and aspects of marketing was very much aligned with assessment requirements. All good!

Recommendation

Maintain the integration of marketing materials.

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 - Written Assessment - 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 - Written Assessment - 40%	○	○	○			○		

Textbooks and Resources

Textbooks

MRKT20052

Prescribed

Marketing Management, an Asian Perspective

Edition: 7th (2018)

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

Pearson

Harlow , Essex , United Kingdom

ISBN: 978-1-292-08958-4

Binding: Paperback

Additional Textbook Information

An ebook can be purchased from the publisher's website: <https://www.pearson.com.au/9781292089652>

Alternatively, the text can be purchased from 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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

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Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Defining marketing for new realities	Chapter 1	Tutorial activity: Sample article analysis 1

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Developing marketing strategies and plans	Chapter 2	Tutorial activity: Sample article analysis 2

Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Gathering information and forecasting demand	Chapter 3	Assessment 1a: First portfolio article analysis due on 31st July (Friday); 11:55PM AEST (online submission only). Tutorial activity: Assessment 1a - First portfolio article to be discussed in tutorials. See further information provided in Moodle under the Assessment heading.

Week 4 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Conducting marketing research	Chapter 4	Tutorial activity: Marketing audit activity 1

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Creating customer value, satisfaction, and loyalty; Analyzing consumer markets; Identifying market segments and targeting	Chapters 5, 6 and 8	Assessment 1b: Second portfolio article analysis due on 14th August (Friday); 11:55PM AEST (online submission only). Tutorial activity: Assessment 1b - Second portfolio article to be discussed in tutorials. See further information provided in Moodle under the Assessment heading.

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
VACATION WEEK - NO CLASS	VACATION WEEK - NO CLASS	VACATION WEEK - NO TUTORIALS

Week 6 - 24 Aug 2020

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 audit activity 2

Week 7 - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Developing pricing strategies and programs	Chapter 14	Tutorial activity: Marketing audit activity 3

Week 8 - 07 Sep 2020

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 audit activity 4

Week 9 - 14 Sep 2020

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

Week 10 - 21 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment 2: Marketing Audit due on 25th September (Friday); 11:55PM AEST (online submission only).
Tutorial activity: Presentation of marketing audit (This activity is part of assessment 2)

Marketing Audit Due: Week 10
 Friday (25 Sept 2020) 11:55 pm AEST

Managing digital communications

Chapter 19

Week 11 - 28 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
Creating brand equity; Crafting the brand positioning	Chapters 9 & 10	Tutorial activity: Presentation of marketing audit (This activity is part of assessment 2)

Week 12 - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
Managing a holistic marketing organization	Chapter 23	Tutorial activity: Review for Assessment 3: online exercise.

Review/Exam Week - 12 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 19 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
		The link for online exercise will be available during the Exam week. You will be notified of the dates via announcement. Please see assessment 3 details for more information.

Assessment Tasks

1 Portfolio Articles Analysis

Assessment Type

Portfolio

Task Description

For this individual assessment, each student will analyse two news articles for tutorial discussion and submission on two separate weeks (3 & 5). Students are required to choose a news article (from a list articles to be provided in Moodle) that focus on selected United Nations Sustainable Development Goals (UNSDGs) and write marketing implications of the news. The first two tutorial weeks are designed to discuss how to analyse the sample news articles that focus on UNSDGs. Specific questions that students need to answer include: (1) Which of the UNSDGs does the new article relate to?; (2) Who are the important stakeholders?; (3) What potential marketing issues can be identified from the article?; (4) How would you respond to these issues and why? For the last question students are required to include minimum of 5 references for each submission. This is an individual assessment with a maximum word limit of 1000 for each article analysis. Please see assessment 1 guideline in Moodle for further details.

Only references used in text should be included in your reference list. The references should consist of published academic and research papers and textbooks in the write-up to support key points. The e-Reading list in the Moodle will have some useful articles to consider. Ensure that your references are relevant to the issues discussed. Referencing should follow the APA style (7th edition).

Each article analysis submission is worth 10% equating to a total of 20% of the mark for the unit. Tutorial class activities in weeks 1 and 2 are designed to assist students in preparing for 1a assessment (due on Week 3, 31st July, Friday) and 1b assessment (due on Week 5, 14th August, Friday).

Tutors will take note of the participants in class discussions for on-campus enrolled students. Distance/online/flex students will discuss their analysis of articles 1a and 1b in the allocated Moodle discussion forum in weeks 3 and 5, respectively.

Any assessment with a 'Turnitin' score of more than 25% 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 could be forwarded to an appropriate office/authority.

Assessment Due Date

Assessment 1a - Portfolio Article 1 Due: 31st July, Friday of week 3 (11:55PM AEST); Assessment 1b - Portfolio Article 2 Due: 14th August, Friday of week 5 (11:55PM AEST)

Return Date to Students

Results will be released after moderation is completed (expected release time to students is 2 weeks after submission of each article excluding public and University holidays time).

Weighting

20%

Assessment Criteria

Both Assessment 1a and 1b are marked using the same criteria.

- Identification of the appropriate UNSDGs from the article (1 marks)
- Identifying the important stakeholders (2 marks)
- Reflective analysis (i.e. identifying potential marketing issues and response to these issues) (4 marks)
- Writing style (i.e. spelling, grammar, etc.) (1 mark)
- Referencing (2 marks)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for every 100 words over the allowed 1000 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 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please ensure you submit your work as a word document (.doc or .docx) through the relevant assessment submission link on the 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 Audit

Assessment Type

Report

Task Description

Assessment 2 requires students to work in groups of up to three students on a selected company from the pre-determined list (see the assessment 2 guideline on Moodle for the company list) in order to prepare a comprehensive marketing audit. The aim of this assessment is to conduct a systematic, comprehensive and objective analysis of the marketing activities undertaken by the chosen company. In addition, you are also required to provide at least three (3) recommendations for the company. The marketing audit should be 3000 words (maximum) in length excluding the executive summary, table of contents, tables, charts/graphs, the reference list and appendices. The written component is worth 30%.

The groups are required to present major parts of the report (see the assessment 2 guideline on Moodle for details) in weeks 10 & 11 in online tutorial classes. Each presentation should not be more than 5-minutes with a maximum of 5 slides (excluding the title slide). The presentation is worth 10%.

Your assessment should show an application of relevant marketing concepts, theories, and analytic tools learnt in the

unit. **The mark for this assessment will depend primarily on presenting appropriate and supporting evidence and also, on the ability to critically write and present the marketing audit report.** You are strongly encouraged to use the Academic Learning Centre (ALC) facilities to assist you in preparing a professional report and presentation.

This is a group assessment (maximum 3 group members). Students will need to self-select the groups in Moodle. Tutors will provide additional information about forming groups in the tutorial classes. Please note that once you have self-selected to be part of a group, you are not allowed to change groups (i.e. join another group) without prior permission from the teaching team (i.e. unit coordinators and/or campus lecturers).

Changing groups without informing the teaching team members can result in substantial delay and erroneous mark allocation to group members. A penalty of 10% will be applied to students who change groups without notifying the teaching team. This is inline with the Assessment Policy and Procedure 4.11 section f) which clearly states assessment specifications (maximum length, presentation format, etc.) and any penalties for not complying with the specifications.

Both the marketing audit (in .doc or .docx format) and the associated PowerPoint slides (in .ppt or .pptx) will need to be uploaded on Moodle under the "Assessment 2" submission link by the due date.

Any assessment with a 'Turnitin' score of more than 25% 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 could be forwarded to an appropriate office/authority.

Assessment Due Date

Week 10 Friday (25 Sept 2020) 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 (9 Oct 2020)

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

Weighting

40%

Assessment Criteria

- Executive summary (3%)
- Introduction to the report (2%)
- Situation analysis (20%)
- Discussion of segmentation, targeting and positioning (STP) (20%)
- Marketing mix strategy used by the company and recommendation (40%)
- Mechanics (report format and writing style) (3%)
- Presentation (10%)
- Referencing format (2%)

See Moodle for the detailed marking rubric for assessment 2.

Penalties apply for exceeding word limit (1% mark deduction will be applied for every 100 words over the allowed 3000 words limit).

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online Group

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

3 Online Exercise

Assessment Type

Written Assessment

Task Description

This is an online and individual exercise. The link will be open between specific dates to be announced later. You need to complete this task in one sitting within 120 minutes. This means that you cannot exit and re-enter the online link for the exercise. There will be two short questions that you have to answer. Please read the questions carefully and use marketing theory to support your answers. Each question is worth 10 marks and the whole exercise is worth 20 marks. Please see Moodle for the detailed guidelines and practice exercises. You will be notified when the online link for the exercise becomes available.

Assessment Due Date

All answers to be submitted through the assessment 3 online exercise link.

Return Date to Students

Grades and feedback will be provided to students after certification of grades.

Weighting

40%

Assessment Criteria

Ability to define and apply marketing theory as learned in the unit.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- 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
- Ethical and Professional Responsibility

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