



# MRKT20052 Marketing Management and Digital Communications

## Term 3 - 2020

Profile information current as at 20/06/2021 11:20 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 - 2020

- Brisbane
- 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				○	○

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes						
	1	2	3	4	5	6	7
1 - Portfolio - 20%	○	○	○				
2 - Report - 40%	○	○	○	○	○	○	○
3 - Written Assessment - 40%	○	○	○			○	

## Textbooks and Resources

### Textbooks

MRKT20052

#### Prescribed

#### Marketing Management, an Asian Perspective 7th (2017)

Authors: Kotler, P

Pearson

Sydney, NSW, Australia

ISBN 978-1-292-08958-4

Binding: Paperback

#### Additional Textbook Information

Copies are available for purchase 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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Ann Mitsis** Unit Coordinator

[a.mitsis@cqu.edu.au](mailto:a.mitsis@cqu.edu.au)

## Schedule

### Week 1 - 09 Nov 2020

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

### Week 2 - 16 Nov 2020

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

### Week 3 - 23 Nov 2020

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

**Assessment 1a: First portfolio article analysis due on Friday November 27th 11:55PM AEST (online submission only).**  
Workshop activity: Assessment 1a - portfolio discussion.

#### Week 4 - 30 Nov 2020

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

#### Vacation Week - 07 Dec 2020

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

#### Week 5 - 14 Dec 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	<b>Assessment 1b: Second portfolio article analysis due on Friday December 18th; 11:55PM AEST (online submission only).</b> Workshop activity: Assessment 1b - portfolio discussion

#### Week 6 - 21 Dec 2020

Module/Topic	Chapter	Events and Submissions/Topic
Setting product strategies; Designing and managing services; Introducing new product offerings.	Chapters 12, 13 and 21	Workshop activity: Marketing audit activity 2

#### Vacation Week - 28 Dec 2020

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

#### Week 7 - 04 Jan 2021

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

#### Week 8 - 11 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing marketing channels and value networks; Managing retailing, wholesaling and logistics.	Chapters 15 and 16	Workshop activity: Marketing audit activity 4

#### Week 9 - 18 Jan 2021

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing integrated marketing communications; Managing mass communications; Managing personal communications.	Chapters 17, 18 and 20	Workshop activity: Last minute Q&A session for assessment 2

#### Week 10 - 25 Jan 2021

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

**Assessment 2: Marketing Audit Report due on Friday January 29th; 11:55PM AEST (online submission only). Marketing Audit Presentation due in Week 10 workshop.**  
**Workshop activity: Assessment 2 Marketing Audit Presentations.**

**Marketing Audit** Due: Week 10  
Friday (29 Jan 2021) 11:55 pm AEST

#### Week 11 - 01 Feb 2021

Module/Topic	Chapter	Events and Submissions/Topic
Creating brand equity; Crafting the brand positioning.	Chapters 9 and 10	<b>Workshop activity: remainder Assessment 2 Marketing Audit presentations.</b>

#### Week 12 - 08 Feb 2021

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

#### Exam Week - 15 Feb 2021

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

### 1 Portfolio articles analysis

#### Assessment Type

Portfolio

#### Task Description

For this individual assessment, each student will analyse two news articles for workshop discussion and submission on two separate weeks (3 and 5). Students are required to choose a news article (from a list of articles to be provided on Moodle) that focus on selected United Nations Sustainable Development Goals (UNSDGs) and answer a set of questions exploring marketing implications of the articles. The first two workshops in weeks 1 and 2 are designed to assist students with conducting newspaper article analyses. The specific questions students need to answer include: (1) Which of the UNSDGs does the newspaper article relate to?; (2) Who are the important stakeholders?; (3) What potential marketing issues can be identified from the article?; and (4) How would you respond to these issues and why? For the last question students are required to include a minimum of 5 references to support their answer for each submission.

This is an individual assessment with a maximum of 1000 words per article submission. Please see the assessment 1 guidelines in Moodle for further details. Please note that only references used in text should be included in your reference list. The references should consist of published academic and research papers, and textbooks. The e-reading list in Moodle will have some useful articles to consider. Ensure that your references are relevant to the issues being discussed in your submissions. 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. Workshop activities in weeks 1 and 2 are designed to assist students in preparing for submission 1a due on Friday November 27th (week 3) and submission 1b due Friday December 18th (week 5). Workshop facilitators will take note of the participants in class discussions.

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 may be forwarded to an appropriate office/authority.

#### Assessment Due Date

Assessment 1a - Portfolio Article 1 is due on Friday November 27th (week 3) no later than 11:55PM AEST. Assessment 1b - Portfolio Article 2 is due on Friday December 18th (week 5) no later than 11:55PM AEST.

## Return Date to Students

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

### Weighting

20%

### Assessment Criteria

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

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

Penalties apply for exceeding the 1000 word limit (1% will be deducted from your total mark for every 100 words over the 1000 word limit). Penalties also apply for late submission (5% per day will be deducted from your total mark unless an approved extension has been granted).

### Referencing Style

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

### Submission

Online

### Submission Instructions

Please 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 the selected company (Avalanche Coffee - <https://www.avalanchecoffee.co.nz/>) 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 company. In addition you are also required to provide at least three (3) recommendations for the company. The marketing audit should be a maximum of 3000 words in length excluding the Executive Summary, Table of Contents, Tables, Charts/Graphs, the Reference List and any Appendices. The written component is worth 30%.

Groups are required to present the major parts of the report (see the assessment 2 guidelines on Moodle) in week 10 and 11 workshops. Each presentation should not be more than 5 minutes in duration with a maximum of 5 slides. The presentation is worth 10%.

Your submission 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 group size is 3 students). All group members must be from the same workshop. Workshop facilitators will provide additional information about forming groups in the workshop classes. Please note that



once you are placed in a group, you are not allowed to change groups (i.e. join another group) without prior permission from the teaching team (unit coordinator and workshop facilitator).

**Changing groups without informing the teaching team members will 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) 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 may be forwarded to an appropriate office/authority.

### **Assessment Due Date**

Week 10 Friday (29 Jan 2021) 11:55 pm AEST

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

### **Return Date to Students**

Week 12 Friday (12 Feb 2021)

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 Audit (2%)
- Situation Analysis (20%)
- Discussion of Segmentation, Targeting and Positioning (STP) (20%)
- Marketing Mix Strategy used by the company and Recommendations (40%)
- Mechanics (report format and writing style) (3%)
- Presentation (10%)
- Referencing (2%)

See Moodle for the detailed marking rubric for assessment 2. Penalties apply for exceeding the word limit (1% deduction from the total mark for every 100 words over the 3000 word limit).

### **Referencing Style**

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

### **Submission**

Online Group

### **Submission Instructions**

Only one member per group is required to upload the files.

### **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 individual exercise. The link will be open between specific dates to be announced later. You will need to complete this task in one sitting within 120 minutes. This means 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.

### 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

### 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.