



MRKT20052 Marketing Management and Digital Communications

Term 2 - 2023

Profile information current as at 20/04/2024 04:37 am

All details in this unit profile for MRKT20052 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

In this unit, you will examine the role and importance of marketing in an organisation. The 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 - 2023

- 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 Feedback from workshop leaders and students within the workshops.

Feedback

Students found the workshop skill building exercises useful in developing their skills.

Recommendation

Continue to have these skill building exercises in the set workshops.

Feedback from Feedback received from students in the workshops.

Feedback

Students enjoyed the practical application of marketing concepts within their authentic assessments throughout the term.

Recommendation

Continue to use new authentic cases for the assessments.

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 (2017)

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

Pearson

ISBN: 978-1-292-08958-4

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office

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

En Li Unit Coordinator

e.li@cqu.edu.au

Schedule

Week 1 - 10 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Defining marketing for new realities.	Chapter 1	

Week 2 - 17 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Developing marketing strategies and plans.	Chapter 2	

Week 3 - 24 Jul 2023

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

Week 4 - 31 Jul 2023

Module/Topic	Chapter	Events and Submissions/Topic
Conducting marketing research.	Chapter 4	

Week 5 - 07 Aug 2023

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	Portfolio Article Analysis Due: Week 5 Friday (11 Aug 2023) 5:00 pm AEST

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Setting product strategies; Designing and managing services; Introducing new product offerings.	Chapters 12, 13 and 21	

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Developing pricing strategies and programs.	Chapter 14	

Week 8 - 04 Sep 2023

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

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Designing and managing integrated marketing communications; Managing mass communications; Managing personal communications.	Chapters 17, 18 and 20	Marketing Audit Due: Week 9 Friday (15 Sept 2023) 5:00 pm AEST

Week 10 - 18 Sep 2023

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

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
Creating brand equity; Crafting the brand positioning.	Chapters 9 and 10	

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
Managing a holistic marketing organisation.	Chapter 23	Online Exercise Due: Week 12 Friday (6 Oct 2023) 5:00 pm AEST

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Portfolio Article Analysis

Assessment Type

Portfolio

Task Description

For this individual assessment, each student is required to choose a news article (from two articles to be provided on Moodle) that focuses on selected United Nations Sustainable Development Goals (UNSDGs) and answer a set of questions exploring marketing implications of the article. The specific questions students need to answer include: (1) Which of the UNSDGs does the news 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? Students are required to include a minimum of 5 references to support their answers to these questions.

This is an individual assessment with a maximum of 1000 words. Please note that only references used in text should be included in your reference list. Any assessment with a 'Turnitin' score of more than 25% will be checked by the marker 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 5 Friday (11 Aug 2023) 5:00 pm AEST

Return Date to Students

Results will be released after marking and moderation is completed.

Weighting

20%

Assessment Criteria

Assessment 1 will be marked using the following criteria.

- Identification of the appropriate UNSDG from the article (10%)
- Identification of the important stakeholders (20%)
- Reflective analysis (i.e. identifying potential marketing issues and responses to these issues) (40%)
- Writing style (i.e. spelling, grammar, etc.) (10%)
- Referencing (20%)

Penalties apply for exceeding the 1000 word limit (1% will be deducted from your total marks for every 100 words over the 1000 word limit).

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 five students on the organisation Qantas Founders Museum (<https://qfom.com.au/>) 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 organisation. In addition, you are also required to provide two recommendations for the organisation. The marketing audit should be a maximum of 2000 words in length.

Groups are required to present the major parts of the report in week 10 and 11 workshops. Each presentation should not be more than 5 minutes in duration with a maximum of 6 slides.

Your submission should show an application of relevant marketing concepts, theories, and analytic tools learnt in the unit. **The marks 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 5 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 staff (workshop facilitator).

Changing groups without informing the teaching staff 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 staff.

Both the marketing audit (in .doc or .docx format) and the associated PowerPoint slides (in .ppt or .pptx format) need to be submitted through Moodle by the due time (**only one member per group is required to submit both the Word and PowerPoint files**). Any assessment with a 'Turnitin' score of more than 25% will be checked by the marker 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 9 Friday (15 Sept 2023) 5:00 pm AEST

Return Date to Students

Results will be released after marking and moderation is completed.

Weighting

40%

Assessment Criteria

Assessment 2 will be marked using the following criteria.

- Executive summary (3%)
- Introduction (2%)
- Situation analysis (20%)
- Segmenting, targeting, and positioning (STP) (20%)
- Marketing mix strategy and recommendation (40%)
- Report format and writing style (mechanics) (3%)
- Referencing (2%)
- Presentation (10%)

Penalties apply for exceeding the word limit (1% deduction from the total marks for every 100 words over the 2000 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 whose link will be available on Moodle. The exercise link will open at 9:00 am AEST Monday Week 12 and close at 5:00 pm AEST Friday Week 12. 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 concepts or theories to support your answers. Each question is worth 20 marks and the whole exercise is worth 40 marks.

Assessment Due Date

Week 12 Friday (6 Oct 2023) 5:00 pm AEST

Please submit your answers through the Assessment 3 online exercise link.

Return Date to Students

Results for this assessment will be provided to students after certification of grades.

Weighting

40%

Assessment Criteria

Ability to define and apply marketing concepts/theories 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