MRKT20052 *Marketing Management and Digital Communications*
Term 3 - 2026

Profile information current as at 14/12/2025 09:49 pm

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. At the weekly workshops, this unit enables students to investigate how marketing concepts and methods can be applied in an organisation, industry, or sector of their choice.

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 - 2026

- 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

> **Information for Class and Assessment Overview has not been released yet.**
> This information will be available on Monday 14 September 2026

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 feedback

Feedback
Students highlighted the lecturer's engaging and supportive teaching style, noting that the ability to make learning enjoyable and stress-free fostered a positive classroom environment. This approach not only kept students motivated but also made classes something to look forward to.

Recommendation
Continue to maintain and build upon the engaging, supportive, and student-centered teaching approach, as it is a clear strength that enhances motivation and classroom enjoyment.

Feedback from Student feedback

Feedback
Overall, the module content and delivery were good and engaging.

Recommendation
Continue to ensure that content remains engaging and is delivered in an interactive, student-focused manner to maintain high levels of interest and participation.

Feedback from Student feedback

Feedback
Students expressed strong appreciation for the coordinator's prompt and clear communication. Quick and helpful responses to questions were seen as highly supportive, enhancing students' confidence in the unit and contributing to a smoother learning experience.

Recommendation
Maintain prompt and clear communication, and explore opportunities to further streamline response channels (e.g., drop-in sessions) to ensure consistent access to timely support.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 14 September 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 14 September 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 19 October 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.