

## Course Outline

**Code: EMB776**

**Title: Creating and delivering marketing value**

<b>School:</b>	Business
<b>Teaching Session:</b>	Session 7
<b>Year:</b>	2020
<b>Course Coordinator:</b>	Dr Lenny Vance and Dr Jacqueline Burgess
<b>Course Moderator:</b>	Professor Meredith Lawley

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

### **1. What is this course about?**

#### **1.1 Description**

The aim of this course is to understand the role of creativity in strategic marketing and explore the concepts of collaboration with both consumers and partners in the value and supply chains. The emphasis here will be on competitive advantage through unique value propositions and positive sum competition.

#### **1.2 Field trips, WIL placements or activities required by professional accreditation**

Nil

### **2. What level is this course?**

700 level Specialised - Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

### **3. What is the unit value of this course?**

6 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Understand the key concepts of marketing strategy.	1 and 2	Career-ready.
Examine and apply the concepts of strategic marketing and provide clear justification for your decision making.	2	Creative and critical thinking.
Demonstrate effective written communication skills using digital formats.	1 and 2	Communication Career-ready.

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Must be enrolled in BU791

##### 5.2 Pre-requisites

EMB752

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

MBA726 or MKG701

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Assessment details and expectations will be discussed in class in the first session. Students will be encouraged to share their ideas for assignment 1 and receive verbal feedback in class prior to submission. Feedback from Assignment 1 and discussions in the second block of classes will help students to prepare for the second piece of assessment.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Artefact - Creative, and Written Piece	Individual	40%	1,000 words	Week 4 Monday 5.00pm AEST	Online Assignment Submission with Plagiarism check
2	Report	Individual	60%	Slide deck equivalent to 2,000 words report	Week 7 Monday 5.00pm AEST	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment 1: Company Marketing Blog

<b>Goal:</b>	The purpose of this task is for you to write two blog posts of no more than 500 words each. Based on recent marketing trends related to distribution/place and communications/promotion, identify and report on how two issues have impacted on customers or business operations.
<b>Product:</b>	Artefact - Creative, and Written Piece
<b>Format:</b>	See Blackboard for further details.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Demonstration of an understanding and application of innovative marketing concepts.</li> <li>• Identification and critical analysis of pertinent marketing issues in a business context.</li> <li>• Application of an appropriate and professional blog format and communication skills.</li> </ul>

#### Assessment Task 2: Marketing Pitch and Report

<b>Goal:</b>	You will demonstrate understanding of breadth of knowledge and application of marketing strategy and innovation theory by preparing a marketing strategy and implementation plan that reflects marketing practice in a digital age.
<b>Product:</b>	Report
<b>Format:</b>	Digital presentation (e.g. PowerPoint slide deck) . See Blackboard for further details.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Demonstration of breadth of knowledge of theory and concepts of innovation and marketing strategy in the digital age.</li> <li>• Development and articulation of a contemporary marketing strategy</li> <li>• Development and justification of a relevant tactical implementation and evaluation plan.</li> <li>• Effective communication and presentation skills including the organisation, flow and visual appeal of the content.</li> </ul>

### 7. Directed study hours

Location:	Directed study hours for location:
On campus	18 hours in distributed block format on campus

### 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

#### 8.1 Prescribed text(s) or course reader

Nil.

## 8.2 Specific requirements

Nil.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2 Assessment: Additional requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

#### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

#### 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

#### 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

#### 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

**Appendix 1 Course content**

<b>Week # / Module #</b>	<b>What key concepts/content will I learn?</b>	<b>Directed Study Activities: teaching components</b>
1	Marketing foundations, place and value chain strategies	Workshop
2	Integrated marketing and communications	Workshop
3	Communicating with digitally connected customers	Workshop
4	Contemporary pricing strategies	Workshop
5	Data driven marketing	Workshop
6	Personal branding and the contemporary marketing manager	Workshop
7	<b>Final Assessment Due</b>	