

## Course Outline

**Code: MKG324**

### **Title: Contemporary and Emerging Marketing Perspectives**

<b>School:</b>	Business
<b>Teaching Session:</b>	Semester 2
<b>Year:</b>	2019
<b>Course Coordinator:</b>	Associate Professor Maria Raciti
<b>Course Moderator:</b>	Dr David Fleischman

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**

Marketing and the marketing professional are dynamic and continually evolving. Building on previous marketing studies, this capstone course allows you to explore contemporary and emerging perspectives in marketing to ensure you are at the forefront of marketing practice in the 21st century. This course aims to give you an understanding of new growth areas in marketing to broaden your career preparation

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

N/A

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

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

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

12 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:
Leverage current marketing knowledge and understandings to critically evaluate contemporary and/or emerging marketing perspectives.	1a and 1b	Creative and critical thinkers
Synthesise contemporary and emerging marketing perspectives	1b and 2	Communication (Empowered)
Demonstrate an advanced level of understanding of marketing and a capacity to make deeper connections with and among contemporary and emerging marketing knowledge, concepts and practices.	1b and 2	Career-ready (Knowledgeable)
Demonstrate an understanding of effectively managing and working in teams in a business context.	2	Collaboration (Teamwork)

#### 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

Nil

##### 5.2 Pre-requisites

BUS105 and MKG210

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 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

Advice and tips on how to approach the course and assessment will be provided in early lectures and tutorials with dedicated classes in Week 4 and Week 12. Early feedback will also be provided via Assessment Task 1a.

### 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?
1a	Report	Individual	25%	1,500 words	Week 4	Online Assignment Submission with Plagiarism check
1b	Report	Individual	50%	3,000 words	Week 12	Online Assignment Submission with Plagiarism check
2	Oral, and Written Piece	Group	25% (15% oral, 10% written)	15 minutes, 500 words	Weeks 5-9	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment 1a: Reflection and Short-term Professional Development Plan

<b>Goal:</b>	To identify a marketing field of professional interest and evaluate your current marketing knowledge, skills and attributes and identify areas for professional development.
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assessment task. Research a particular marketing field in which you would like to work. Describe how this marketing field has evolved to the present time. Reflect on your current knowledge, skills and attributes; and identify areas for professional development that will facilitate your working in this field within the next 2 years. Include as appendices a) a copy of your resume; and b) screenshots of your LinkedIn account with a current professional bio and groups that you have joined or are following in the marketing field in which you would like to work.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Identification of a marketing field of professional interest</li> <li>• Self-evaluation of current marketing knowledge and skills</li> <li>• Assessment of areas for professional development, and</li> <li>• Effective communication skills that present a clear and coherent exposition</li> </ul>

#### Assessment Task 1b: Projection and Medium-term Professional Development Plan

<b>Goal:</b>	To identify and assess changes in a marketing field of professional interest and formulate a strategy to professionally position for success in the marketing field in the medium-term
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assessment task. This task builds on Task 1a. Having undertaken a preliminary historical examination of the evolution of a specific field of marketing in which you aspire to work; your task now is to assess and envision how you see this field evolving over the next 3 to 5 years, and present data about this specific field as an infographic in your plan. Supported with evidence, provide an appraisal the potential drivers for these changes. Detail your plan of how you will professionally position yourself through employment, self-employment and/or additional education and training to be successful in this field in the medium-term. Include as appendices a) an aspirational professional bio; b) an infographic pitch for your own start-up business in the marketing field in which you aspire to work and c) the content marketing strategy with examples (e.g. social media posts; wire frames for website or mobile app design) that you will use to promote your start-up business.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Assessment and envisioning of changes in a marketing field of professional interest in the medium-term</li> <li>• Formulation of a strategy to professionally position for success in the marketing field in the medium-term, and</li> <li>• Effective communication skills that present a clear and coherent exposition</li> </ul>

## Assessment Task 2: Emerging Marketing Trend Presentation

<b>Goal:</b>	Demonstrate an advanced level of understanding of marketing and a capacity to make deeper connections with and among contemporary and emerging marketing knowledge, concepts and practices.
<b>Product:</b>	Oral and Written Piece
<b>Format:</b>	<p>You are to form groups of 2 to 3 students.</p> <p>You are analysing an emerging marketing trend from a suite of options provided on the course Blackboard site and presenting to your tutorial class in an engaging way, with all presenters required to speak.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 2.1 Team Work: Demonstrate an understanding of effectively managing and working in teams in a business context.</p>
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Knowledge of an emerging marketing trend</li> <li>• Interrogate the relevant published literature, identifying and incorporating relevant marketing theories</li> <li>• Demonstrate critical, creative and future-focused thinking with regards to an emerging marketing trend, and</li> <li>• Effective and engaging oral presentation skills</li> <li>• Demonstrate an understanding of effectively managing and working in teams in a business context</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
On campus	Lecture (2 hours) Tutorial (1 hour)

## 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

Please note that you need to have regular access to the resource(s) listed below as they are required:

Author	Year	Title	Publisher
Tuten T.L. and Solomon M.R.	2018, 3 <sup>rd</sup> ed.	<i>Social Media Marketing</i>	Sage

### 8.2 Specific requirements

N/A

## 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 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs

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- 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>

### 10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **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

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

### Appendix 1 Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1	Marketing YOU in the 21 <sup>st</sup> century	Lecture and tutorial
2	Social media marketing	Lecture and tutorial
3	Social media marketing	Lecture and tutorial
4	A Task 1a drop-in session will take place in the scheduled lecture time and room. You are to work independently on Task 1a.	There will be no lecture or tutorial this week.
5	Social media marketing	Lecture and tutorial
6	Social media marketing	Lecture and tutorial
7	Marketing in the digital future	Lecture and tutorial
8	Marketing in the digital future	Lecture and tutorial
9	Special topics in marketing	Lecture and tutorial
10	Your future: Starting your own business	Lecture and tutorial
11	Your future: Education and training Course Summary	Lecture (no tutorial)
12	A Task 1b drop-in session will take place in the scheduled lecture time and room. You are to work independently on Task 1b.	There will be no lecture or tutorial this week.
13	No lecture or tutorial	No lecture or tutorial

Please note that the course activities may be subject to variation.

#### **Mid Semester Break:**

30<sup>th</sup> September 2019-6<sup>th</sup> October 2019 (Between Week 10 and Week 11)

#### **Public Holidays**

Queen's Birthday- Monday 7<sup>th</sup> October (Week11)