



COURSE OUTLINE

MKG324 Marketing Futures

Course Coordinator: Luke Hawley (lhawley@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast
USC Moreton Bay
USC Southbank

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

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 is dynamic and continually evolving. As an emerging marketing professional, it is critical that you cultivate foresight and acumen to ensure that you are at the forefront of marketing practice in the 21st century. In this capstone course, you will harmonise contemporary marketing practices and theories as well as consolidate and expand your marketing knowledge and skills to be career-ready.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial online	2hrs	Week 2	11 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

Course welcome, social media and digital marketing, marketing futures and being a 21st century marketer

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study 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?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Synthesise, critique and harmonise contemporary marketing practices and theory.	Creative and critical thinker Empowered	PC1.1 - Written Communication PC3 - Creative and Critical Thinking PC6 - Career-ready
2 Cultivate marketing foresight and acumen.	Creative and critical thinker Empowered	PC1.2 - Oral Communication PC1.3 - Digital Literacy PC2.1 - Teamwork PC3 - Creative and Critical Thinking PC6 - Career-ready PC6.2 - Discipline Knowledge
3 Consolidate and expand current marketing knowledge and skills to be career-ready.	Knowledgeable Creative and critical thinker	PC1 - Communication PC1.3 - Digital Literacy PC6 - Career-ready PC6.1 - Self-management PC6.2 - Discipline Knowledge

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. Pre-requisites

BUS105 and MKG210

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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. Early feedback will also be provided via Assessment Task 1.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	25%	1000 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Group	35%	15 minutes, 1000 words.	Week 8	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative	Individual	40%	2,500 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Social Media Marketing Article for The Conversation

GOAL:	Identify, synthesise and critique a contemporary social media or digital marketing practice and link this practice to marketing theory.	
PRODUCT:	Written Piece	
FORMAT:	This is an individual assessment task. You are to write a news article for The Conversation on a social media marketing topic of your choosing. In the news article, you will identify, synthesise and critique an interesting contemporary social media marketing practice and link this practice back to marketing theory (abductive reasoning).	
CRITERIA:	No.	Learning Outcome assessed
	1	Identify, synthesise and critique an interesting contemporary social media marketing practice 1
	2	Link the practice back to marketing theory (abductive reasoning) 1
	3	Effective written communication skills 3

All - Assessment Task 2: Professional Training Resource

GOAL:	Cultivate marketing foresight, acumen and a capability to identify and predict the likely implications of an emerging digital marketing trend.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You are to form groups. You are to identify, analyse and predict the likely implications of an emerging marketing trend (inductive reasoning) and create an engaging webinar training resource for marketing professionals. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: - Program Competency 2.1 Teamwork: Demonstrate an understanding of effectively managing and working in teams in a business context.

CRITERIA:	No.	Learning Outcome assessed
	1	Formulation of an emerging marketing trend using a range of credible information sources with links to marketing theory 2
	2	Critical, creative and future-focused thinking (inductive reasoning) 2
	3	Effective and engaging digital resource skills 3
	4	Knowledge and application of effective groupwork processes 3
	5	Contribution to the task 3

All - Assessment Task 3: Professional Activation Journal

GOAL:	Consolidate and expand current marketing knowledge and skills to be career-ready.	
PRODUCT:	Artefact - Creative	
FORMAT:	<p>This is an individual assessment task. In a professional activation journal, you will demonstrate development over the semester towards your occupational goals as a 21st century marketer. Your professional activation journal will be presented in Microsoft Sway, documenting self-learning activities that you have undertaken, articulating your learning gains and through reflection, linking these back to your knowledge of marketing theory (abductive reasoning). This task fosters professional empowerment as you will self-determine and undertake relevant self-learning, and through this strengthen your professional self-efficacy, reflexivity and self-regulatory skills.</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 Competency will be assessed: Program Competency 1.1 Written communication: Demonstrate effective written communication skills in a business context.</p>	
CRITERIA:	No.	Learning Outcome assessed
	1	Construction of a professional activation journal (professional empowerment) 3
	2	Links back to marketing theory (abductive reasoning) 3
	3	Organisation and structure of written content 3
	4	Development and articulation of informed arguments 3
	5	Referencing of sources of information used within the body of the document and in a reference list using Harvard or APA referencing style 3
	6	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation 3

7. Directed study hours

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.

7.1. Schedule

PERIOD AND TOPIC	ACTIVITIES
Week 1: Course welcome + Social Media and Digital marketing	Lecture and Zoom Drop In
Week 2: Social Media and Digital Marketing	Lecture and Tutorial
Week 3: Social Media and Digital Marketing	Lecture and Tutorial
Week 4: Social Media and Digital marketing	Lecture and Tutorial
Week 5: Marketing Futures	Lecture and Tutorial
Week 6: Marketing Futures	Lecture and Tutorial
Week 7: Marketing Futures	Lecture and Tutorial
Week 8: Marketing Futures	Lecture and Tutorial
Week 9: Being a 21st Century Marketer	Lecture and Tutorial
Week 10: Being a 21st Century Marketer	Lecture and Tutorial
Week 11: Being a 21st Century Marketer	Lecture and Tutorial
Week 12: Being a 21st Century Marketer	Lecture and Tutorial
Week 13: Self Directed Study	n/a

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

Please note: 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. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Tuten T.L. and Solomon M.R.	2018	Social Media Marketing	Sage

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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

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

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. 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>

10.8. 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

Email: studentcentral@usc.edu.au