

MKTG 3009 MARKETING PLANNING PROJECT

Credit Points 10

Legacy Code 200096

Coordinator Ned Doyle ([https://directory.westernsydney.edu.au/search/name/Ned Doyle/](https://directory.westernsydney.edu.au/search/name/Ned%20Doyle/))

Description Marketing planning project (MPP) assimilates and builds on the wide range of marketing units that students have previously completed. MPP assimilates students' specialist knowledge developed in other units through the use of a 'real-life' case context in which students demonstrate their mastery of marketing in the development and presentation of a professional marketing plan.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Equivalent Subjects LGYA 9911 - Marketing Project LGYC 0196 - Marketing Planning Project

Assumed Knowledge

An understanding of marketing concepts including the elements of consumer behaviour, marketing research methods, marketing communications, channel management and distribution, brand and product management, competitive strategy and quantitative methods in marketing. The basics of economics, finance and accounting, mathematics and statistics and general communications are also assumed.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Confront the reality that marketing practice is, in large part, a team activity;
2. Recognise that one's effectiveness as a marketing professional is largely dependent on one's ability to function and contribute as part of a team;
3. Experience the task of marketing oneself to a client, and to manage the ongoing process of working with a client in the preparation of a detailed plan;
4. Gain awar

Subject Content

The core of this subject is the development of a marketing plan for a real commercial enterprise. The creation of the marketing plan itself (which is a team effort) comprises the major component of this subject. There is also a substantial emphasis on individual effort and assessment. The individual component comprises a reflective journal exercise as well as a short final exam. Teams of 5-6 participants will be assigned to a client organisation that has already formally agreed to work with the university. The aim is to produce a detailed marketing plan that can be assessed by the client organisation for

its viability, appropriateness, forecasted financial cost and payback and if so decided by the client, actually implemented. Contact with client companies will be between nominated team members and senior company executives, at times and dates to be confirmed.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type | Length | Percent | Threshold | Individual/Group Task |
|---------------------|-----------------|---------|-----------|-----------------------|
| Report | | 60 | N | Individual |
| Reflection | 2500-2800 Words | 20 | N | Individual |
| End-of-session Exam | 2 Hours | 20 | N | Individual |

Teaching Periods

Autumn (2022)

Parramatta City - Macquarie St

Day

Subject Contact Ned Doyle ([https://directory.westernsydney.edu.au/search/name/Ned Doyle/](https://directory.westernsydney.edu.au/search/name/Ned%20Doyle/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3009_22-AUT_PC_D#subjects)

Sydney City Campus - Term 1 (2022)

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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UEH-Session 1 (2022)

Vietnam

Day

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WSU Online TRI-2 (2022)

Wsu Online

Online

Subject Contact Lisa Rohanek ([https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/](https://directory.westernsydney.edu.au/search/name/Lisa%20Rohanek/))

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UEH-Session 2 (2022)

Vietnam

Day

Subject Contact Ned Doyle ([https://directory.westernsydney.edu.au/search/name/Ned Doyle/](https://directory.westernsydney.edu.au/search/name/Ned%20Doyle/))

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Spring (2022)

Bankstown

Day

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Online

Online

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Parramatta City - Macquarie St

Day

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Sydney City Campus - Term 3 (2022)

Sydney City

Day

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UEH-Session 3 (2022)

Vietnam

Day

Subject Contact Ned Doyle ([https://directory.westernsydney.edu.au/search/name/Ned Doyle/](https://directory.westernsydney.edu.au/search/name/Ned%20Doyle/))

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Vietnam Session 1 (2023)

Vietnam

On-site

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WSU Online TRI-1 (2023)

Wsu Online

Online

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Autumn (2023)

Parramatta City - Macquarie St

On-site

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Vietnam Session 2 (2023)

Vietnam

On-site

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Sydney City Campus - Term 2 (2023)

Sydney City

On-site

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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Spring (2023)

Bankstown City

On-site

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Campbelltown

On-site

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Online

Online

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Parramatta City - Macquarie St

On-site

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WSU Online TRI-3 (2023)

Wsu Online

Online

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