

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 fees 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 awareness

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

Vietnam Session 1 (2024)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3009_24-UT1_UE_1#subjects)

Autumn (2024)

Parramatta City - Macquarie St

On-site

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Vietnam Session 2 (2024)

Vietnam

On-site

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_24-UT2_UE_1#subjects)

WSU Online TRI-2 (2024)

Wsu Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3009_24-OT2_OW_2#subjects)

Sydney City Campus - Term 2 (2024)

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/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3009_24-SC2_SC_1#subjects)

Spring (2024)

Bankstown City

On-site

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

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Campbelltown

On-site

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

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Parramatta City - Macquarie St

On-site

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

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