

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MRKT19040 Strategic Marketing and Planning

Term 2 - 2026

Profile information current as at 22/01/2025 08:40 pm

All details in this unit profile for MRKT19040 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

Why do some organisations perform better than others and how can an organisation deliver the best return for their marketing investment? These are fundamental questions of marketing strategy and demand rigorous marketing planning. Marketing plans are used in organisations to outline various strategies to create, promote, and divest products and services. In this unit you will be fostering a strategic approach to marketing and then developing and reviewing a marketing plan. You will work closely with an identified and approved business or organisation of your choice. Various tools and techniques used in the development, implementation and review of marketing planning will be explored. The unit will enable you to recognise how product and service targets are set and achieved, analyse and translate the marketing environments, and deliver and review a strategic marketing plan.

Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: MRKT11029 - Marketing Fundamentals; plus the completion of an additional 24 credit points from units within the marketing major.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2026

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 18 May 2026

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback

Some students liked communicating with the unit coordinator through scheduled weekly Zoom workshops that address weekly learning activities and to spend time discussing assessments.

Recommendation

Offer at least one weekly timetabled Zoom workshop to address the weekly learning activities and to discuss assessments. All Zoom sessions will be recorded and uploaded within 24 hours. This will help students who can't attend.

Feedback from Student feedback

Feedback

Some students were receptive to the provision of assessment guidelines, marking rubrics, mark sheets and exemplars.

Recommendation

Provide students with additional assessment support in the form of assessment guidelines, marking rubrics, mark sheets and exemplars available through the unit Moodle site.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 18 May 2026

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 18 May 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 22 June 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.