

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 - 2027

Profile information current as at 04/09/2026 05:53 pm

All details in this unit profile for MRKT19040 have been officially approved by CQUniversity 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 - 2027

- 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 17 May 2027

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
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- 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 and Unit Teaching Evaluations (SUTE)

Feedback

Everything seems to be clear and the lecturer and unit coordinator are very friendly and happy to assist us anytime with any confusion questions.

Recommendation

The future unit coordinator will continue to assist students in a friendly and helpful manner.

Feedback from Student and Unit Teaching Evaluations (SUTE)

Feedback

Additional resources relevant to weekly topics would be useful. For example, additional tools to understand BCG matrix, or Ansoff Matrix. Some additional resources provided (eg web articles) were not even available to read as they required a subscription

Recommendation

The future unit coordinator should ensure specific and accessible resources explaining the concepts connected to the lecture and assessments be provided to students.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 17 May 2027

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 17 May 2027

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 21 June 2027

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.