

## In Progress

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



# MRKT48001 Strategic Marketing and Digital Transformation

## Term 3 - 2025

Profile information current as at 09/08/2025 10:47 pm

All details in this unit profile for MRKT48001 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

In this unit, you will explore the foundational and strategic role of marketing within contemporary organisations. You will examine key marketing theories and concepts and apply them to identify and evaluate marketing opportunities in dynamic and competitive business environments. The unit focuses on the development of marketing plans informed by robust environmental analysis and strategic decision-making. Emphasis is placed on both traditional and digital marketing tools, including the growing significance of social media as a platform for customer engagement, brand positioning, and stakeholder communication. Through applied activities, you will critically analyse marketing challenges, synthesise information to develop effective solutions, and communicate marketing knowledge clearly in professional business contexts.

### Details

Career Level: *Non-award*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

There are no requisites for this unit.

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 3 - 2025

- Jakarta

### 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 15 September 2025

## 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](#).

## Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 15 September 2025

## 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 15 September 2025

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 20 October 2025

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.