

# MKG324 Marketing Futures

School: School of Business and Creative Industries

2026 | Semester 2

UniSC Sunshine Coast  
UniSC Moreton Bay  
UniSC Southbank

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to [unisc.edu.au](http://unisc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.

## 1. What is this course about?

### 1.1. Description

Marketing is dynamic and continually evolving. As an emerging marketing professional, it is critical that you cultivate foresight and acumen to ensure that you are at the forefront of marketing practice in the 21st century. In this capstone course, you will harmonise contemporary marketing practices and theories as well as consolidate and expand your marketing knowledge and skills to be career-ready.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Lecture</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – In-class tutorial	2hrs	Week 2	11 times
<b>ONLINE</b>			
<b>Lecture</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Interactive zoom tutorial online	2hrs	Week 2	11 times

### 1.3. Course Topics

Course welcome, social media and digital marketing, marketing futures and being a 21st century marketer

## 2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

### 3. What is the unit value of this course?

12 units

### 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Synthesise, critique and harmonise contemporary marketing practices and theory.	Creative and critical thinker Empowered	PC1.1, PC3, PC6
2 Cultivate marketing foresight and acumen.	Creative and critical thinker Empowered	PC1.2, PC1.3, PC2.1, PC3, PC6, PC6.2
3 Consolidate and expand current marketing knowledge and skills to be career-ready.	Knowledgeable Creative and critical thinker	PC1, PC1.3, PC6, PC6.1, PC6.2

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.2	Oral Communication
PC1.3	Digital Literacy
PC2.1	Teamwork
PC3	Creative and Critical Thinking
PC6	Career-ready
PC6.1	Self-management
PC6.2	Discipline Knowledge

### 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

#### 5.1. Pre-requisites

BUS105 and MKG210

#### 5.2. Co-requisites

Not applicable

#### 5.3. Anti-requisites

Not applicable

#### 5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

#### 5.5. Microcredential Information

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Advice and tips on how to approach the course and assessment will be provided in early lectures and tutorials. Early feedback will also be provided via Assessment Task 1.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	25%	1000 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Group	35%	15 minutes, 1000 words.	Week 8	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative	Individual	40%	2,500 words	Week 13	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Social Media Marketing Article for The Conversation

<b>GOAL:</b>	Identify, synthesise and critique a contemporary social media or digital marketing practice and link this practice to marketing theory.		
<b>PRODUCT:</b>	Written Piece		
<b>AUTHORSHIP STATEMENT:</b>			
<b>FORMAT:</b>	This is an individual assessment task. You are to write a news article for The Conversation on a social media marketing topic of your choosing. In the news article, you will identify, synthesise and critique an interesting contemporary social media marketing practice and link this practice back to marketing theory (abductive reasoning).		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Identify, synthesise and critique an interesting contemporary social media marketing practice	1
	2	Link the practice back to marketing theory (abductive reasoning)	1
	3	Effective written communication skills	3
<b>GENERIC SKILLS:</b>	Communication		

**All - Assessment Task 2:** Professional Training Resource

<b>GOAL:</b>	Cultivate marketing foresight, acumen and a capability to identify and predict the likely implications of an emerging digital marketing trend.																			
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece																			
<b>AUTHORSHIP STATEMENT:</b>																				
<b>FORMAT:</b>	<p>You are to form groups. You are to identify, analyse and predict the likely implications of an emerging marketing trend (inductive reasoning) and create an engaging webinar training resource for marketing professionals.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed:</p> <p>- Program Competency 2.1 Teamwork: Demonstrate an understanding of effectively managing and working in teams in a business context.</p>																			
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5	Contribution to the task	3																		
<b>GENERIC SKILLS:</b>	Communication, Collaboration, Applying technologies																			

### All - Assessment Task 3: Professional Activation Journal

<b>GOAL:</b>	Consolidate and expand current marketing knowledge and skills to be career-ready.																					
<b>PRODUCT:</b>	Artefact - Creative																					
<b>AUTHORSHIP STATEMENT:</b>																						
<b>FORMAT:</b>	<p>This is an individual assessment task. In a professional activation journal, you will demonstrate development over the semester towards your occupational goals as a 21st century marketer. Your professional activation journal will be presented in Microsoft Sway, documenting self-learning activities that you have undertaken, articulating your learning gains and through reflection, linking these back to your knowledge of marketing theory (abductive reasoning). This task fosters professional empowerment as you will self-determine and undertake relevant self-learning, and through this strengthen your professional self-efficacy, reflexivity and self-regulatory skills.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: Program Competency 1.1 Written communication: Demonstrate effective written communication skills in a business context.</p>																					
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<b>GENERIC SKILLS:</b>	Communication, Problem solving																					

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 7.1. Schedule

PERIOD AND TOPIC	ACTIVITIES
Week 1: Course welcome + Social Media and Digital marketing	Lecture and Zoom Drop In
Week 2: Social Media and Digital Marketing	Lecture and Tutorial
Week 3: Social Media and Digital Marketing	Lecture and Tutorial
Week 4: Social Media and Digital marketing	Lecture and Tutorial
Week 5: Marketing Futures	Lecture and Tutorial
Week 6: Marketing Futures	Lecture and Tutorial
Week 7: Marketing Futures	Lecture and Tutorial
Week 8: Marketing Futures	Lecture and Tutorial
Week 9: Being a 21st Century Marketer	Lecture and Tutorial
Week 10: Being a 21st Century Marketer	Lecture and Tutorial
Week 11: Being a 21st Century Marketer	Lecture and Tutorial
Week 12: Being a 21st Century Marketer	Lecture and Tutorial
Week 13: Self Directed Study	n/a

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	Tuten T.L. and Solomon M.R.	2018	Social Media Marketing	3rd	Sage

### 8.2. Specific requirements

Not applicable

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

## 10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

## 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate: - 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task. - 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task. - A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

## 10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

## 10.6. General Enquiries

### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

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**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)