



MKTG696

Introduction to Marketing Management

S1 External 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Greg Elliott

greg.elliott@mq.edu.au

Contact via greg.elliott@mq.edu.au

9850 8990

Monday and Tuesday, 2 to 4pm, Thursday 3 to 5pm. Other times by appointment. Location E4A632

Credit points

4

Prerequisites

Admission to MCom or MBioTechMCom or MIntBus or MIntBusMIntComm or MIntBusMIntRel or MAcc(Prof)MCom

Corequisites

Co-badged status

Unit description

This unit provides students with an introduction to marketing as it is used within all organisations. Topics include: the role of marketing; the understanding of the market research process; marketing decision making (market segmentation, consumer behaviour and the marketing mix); product planning and development; distribution; promotion; pricing; marketing strategies and control; and evaluation of marketing management, with a focus on creating consumer value. Students are also exposed to some of the critical issues surrounding the implementation of marketing strategies in the contemporary business environment and of the importance of ethics and sustainability as addressed by the societal marketing concept.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy

Recognise the central importance of marketing in contributing to organisational health

and prosperity

Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations

Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques

Gain experience in the managerial process of marketing through exposure to practical marketing activities

Assessment Tasks

Name	Weighting	Due
<u>Weekly News Forum Discussion</u>	10%	Weekly over sessions 1 to 12.
<u>Marketing Simulation Game</u>	25%	Six weekly decisions
<u>Group Marketing Plan</u>	25%	Session 13, 12 June
<u>Final Examination</u>	40%	TBA in Exam Period

Weekly News Forum Discussion

Due: **Weekly over sessions 1 to 12.**

Weighting: **10%**

Students will participate in a weekly moderated news forum in which contemporary marketing issues are discussed against the background of the lecture materials.

Students will be assessed on the quality and quantity of their contributions to the forum.

On successful completion you will be able to:

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Recognise the central importance of marketing in contributing to organisational health and prosperity
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques
- Gain experience in the managerial process of marketing through exposure to practical marketing activities

Marketing Simulation Game

Due: **Six weekly decisions**

Weighting: **25%**

Marketing Simulation Game

Students will participate in the computer-based marketing management and strategy simulation game- Marketplace Live. The game provides a challenging decision-making exercise in which complex marketing decisions must be made within a competitive marketing environment.

Students will be organised into syndicate teams and will manage their hypothetical firm in competition with other firms within their designated industry over the course of the game. The objective of this exercise is to place students into a realistic operating environment which requires the integration of complex marketing research, analysis, planning and decision-making. The sole objective of the firm will be to maximise the value of the firm (measured by a "Balanced Scorecard") over the course of the game.

Team assessment will be based on results.

Individual marks will be based on contribution to the group tasks and will be determined by peer assessment.

The game also rewards those firms which master the decision rules earliest. The decision rules of the game are detailed and extensive. Thus, it is essential that each firm makes continual reference to the players' manual.

The game requires six decisions to be made, thus simulating six quarters of operations in total. For the necessary computer processing to be completed in time, it will be essential that decisions be submitted on-line by the agreed deadlines. Decisions are due by 9am on the due date. Decisions submitted late will result in a 10% deduction in the final mark for each late decision. Results will be distributed on-line and discussed in the following class.

Decisions will be entered weekly by teams on-line according to a strict timetable. (The onus is on the team to supply decisions on time, correctly entered and in the agreed format.)

Decision Timetable: (TBA)

First decision

-

due 12 noon

Thursday

Second decision

-

due 12 noon

Thursday

Third decision

-

due 12 noon

Thursday

Fourth decision

-

due 12 noon

Thursday

Fifth decision

-

due 12 noon

Thursday

Sixth decision

-

due 12 noon

Thursday

Total - 25%

Total mark for this item will be converted to a % out of 25.

On successful completion you will be able to:

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key organisational and managerial philosophy

- Recognise the central importance of marketing in contributing to organisational health and prosperity
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques
- Gain experience in the managerial process of marketing through exposure to practical marketing activities

Group Marketing Plan

Due: **Session 13, 12 June**

Weighting: **25%**

In groups students will write a 3-5 year marketing plan for a product/service to convince senior management to invest the necessary funds required to successfully implement the plan.

Individual marks will be based on contribution to the group tasks and will be determined by peer assessment.

No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

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- Recognise the central importance of marketing in contributing to organisational health and prosperity
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
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- Gain experience in the managerial process of marketing through exposure to practical marketing activities

Final Examination

Due: **TBA in Exam Period**

Weighting: **40%**

An on-line, "open book" exam consisting of three essay style questions (out of five).

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Recognise the central importance of marketing in contributing to organisational health and prosperity
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques

Delivery and Resources

Technology Used

The course will make use of iLearn and email for communication with the teaching staff and between students.

Students will need access to a reliable Internet service to complete this unit.

Course material is available on the learning management system (iLearn).

<https://ilearn.mq.edu.au/login.MQ/>

Required Text

Elliott, G., Rundle-Thiele, S. and Waller, D. (2012), *Marketing* (Second Edition), Brisbane: John Wiley & Sons.

This text is also available as an e-book.

Students should also consult the wide range of marketing journals such as the following (via the Macquarie University library):

- * Journal of Marketing
- * Journal of Marketing Management
- * Journals of Consumer Research

- * Journal of Marketing Research
- * Harvard Business Review
- * European Journal of Marketing
- * International Journal of Research in Marketing
- * Business Horizons
- * Management Science
- * Industrial Marketing Management
- * Journal of Retailing
- * Australian Journal of Management
- * Australian Marketing Researcher
- * Asia-Australia Journal of Marketing
- * The Economist
- * Business Review Weekly

Changes since the last offering of this unit:

This unit is now offered in both seminar and on-line modes - for more information see Unit Schedule

Unit Schedule

Session	Session Topic	Required Reading
1 3 March	Course Introduction What is Marketing?	Chapter 1
2 10 March	Marketing Planning & Growth Strategies	Chapter 2
3 17 March	Marketing Information Systems & Market Research	Chapter 3
4 24 March	Consumer & Organisational Buyer Behaviour,	Chapters 4 & 5
5 31 March	Market Segmentation & Target Marketing.	Chapter 6
6 7 April	New Product Development; Product Life Cycle & Branding	Chapter 7
	Group Work (Marketing Game and Marketing Plan)	
8 5 May	Services Marketing	Chapter 11

9 12 May	Pricing	Chapter 8
10 19 May	Promotion	Chapter 9
11 26 May	Distribution Channels	Chapter 10
12 2 June	Electronic Marketing	Chapter 12
13 9 June	Marketing Plan presentations Course Review Exam Preparation	

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction

- CR - Credit
- P - Pass
- F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

For further information, please refer to page 71 of the 2013 Calendar of Governance, Legislation and Rules- Postgraduate Rules at

http://universitycouncil.mq.edu.au/pdfs/2013-Postgraduate_rules.pdf

Grade Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

<http://www.city.mq.edu.au/reviews-appeals.html>

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/policy.html

The University defines serious and unavoidable disruption to studies as resulting from an event or

set of circumstances that:

- could not have reasonably been anticipated, avoided or guarded against by the student; **and**
- was beyond the student's control; **and**
- caused substantial disruption to the student's capacity for effective study and/or the completion of required work; **and**
- substantially interfered with the otherwise satisfactory fulfilment of unit or course requirements; **and**
- was of at least three (3) consecutive days duration within a study period and/or prevented completion of the final examination.

A Special Consideration application is deemed to be valid if all the following criteria have been satisfied:

- The Special Consideration application is completed by the student and submitted online through www.ask.mq.edu.au within five (5) working days after the due date of the associated assessment task / final examination.
- The application contains supporting evidence to demonstrate the severity of the circumstance(s) and that substantial disruption has been caused to the student's capacity for effective study. (The University will not follow up on outstanding evidence, nor contact any person or body on behalf of the student. The application will be considered as submitted.)
- The original supporting documentation has been sighted by MQC reception staff within five (5) working days after the due date of the associated assessment task.
- Where the particular circumstances are medical in nature, a *Professional Authority Form* including the health professional's Medicare Provider Number is included. (If a *Professional Authority Form* cannot be obtained, an original medical certificate indicating the severity (serious / not serious) and impact of the circumstances must be included with the application.)
- Where the particular circumstances are non-medical in nature, appropriate supporting evidence indicating the severity (serious / not serious) and impact of the circumstances is included with the application.
- The student was performing satisfactorily in the unit up to the date of the unavoidable disruption. (If a student's work in the unit was previously unsatisfactory, subsequent unavoidable disruption will not overcome the fact that the earlier work was unsatisfactory).

Unacceptable grounds for Special Consideration

The University has determined that some circumstances are not acceptable grounds for claiming Special Consideration. These grounds include, but are not limited, to:

- routine demands of employment

- routine family problems such as tension with or between parents, spouses, and other people closely involved with the student
- difficulties adjusting to university life, to the self-discipline needed to study effectively, and the demands of academic work
- stress or anxiety associated with examinations, required assignments or any aspect of academic work
- routine need for financial support
- routine demands of sport, clubs and social or extra-curricular activities.

Acute Problems

The University defines acute problems as those involving fewer than three (3) consecutive days within a study period. In these cases, students should not apply for special consideration via ask.mq.edu.au, but contact their Unit Convenor within 5 working days of the assessment due date so that a local solution may be discussed, except where the disruption affects completion of a final examination. (If a final examination is affected, the student should submit a special consideration application via ask.mq.edu.au.)

Prior Conditions Conditions existing prior to commencing a unit of study are not grounds for Special Consideration, except in the event of unavoidable deterioration of the condition. The student is responsible for managing their workload in light of any known or anticipated problems. Students with a pre-existing disability/ chronic health condition may contact the [Disability Service](#) for information on available support.

In submitting a request for Special Consideration, the student is acknowledging that they may be required to undertake additional work and agreeing to hold themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work as a result of an application for Special Consideration is not negotiable.

Attendance

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally MQC monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-

attendance will obtain zero for the test. You should refer to the section below on Special Consideration for more details about this.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Support

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

UNIWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

IT Help

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

When using the university's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

Research and Practice

This unit gives you practice in applying research findings in your assignments. It also allows you opportunities to conduct your own research.

The marketing plan and marketing simulation game are designed to allow you learn and demonstrate your understanding of current industry marketing practices.

In addition, there will be a moderated, structured weekly news forum discussion of current marketing issues, as discussed in the business press, and how they relate to the course lecture material.

Marketing Journals:

Students should also consult the wide range of marketing journals, available through Macquarie Library, such as the following:

- Australasian Marketing Journal
- Journal of Marketing
- Journal of Marketing Research
- European Journal of Marketing
- Journal of Consumer Research
- Journal of marketing Management
- Harvard Business Review
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of Advertising
- Industrial Marketing Management
- Business Horizons
- Harvard Business Review

Changes since First Published

Date	Description
30/01/2014	The Prerequisites was updated.