



MKTG696

Introduction to Marketing Management

S2 External 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

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9850 8990

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

Stephen Burke

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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>Class Participation</u> | 10% | Weekly over sessions 1 to 12. |
| <u>Assessed Coursework</u> | 25% | Six weekly decisions |
| <u>Report</u> | 25% | Tuesday 11 November |
| <u>Final Examination</u> | 40% | TBA in Exam Period |

Class Participation

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.

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- 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

Assessed Coursework

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 2pm 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 2 pm

Monday 25 August

Second decision

-

due 2pm

Monday 1 September

Third decision

-

due 2 pm

Monday 8 September

Fourth decision

-

due 2 pm

Monday 15 September

Fifth decision

-

due 2 pm

Monday 6 October

Sixth decision

-

due 2 pm

Monday 13 October

Total - 25%

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

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Report

Due: **Tuesday 11 November**

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.

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Final Examination

Due: **TBA in Exam Period**

Weighting: **40%**

An on-line, "open book" exam consisting of three essay style questions (out of five). Plagiarism and any information sharing between students during the exam are expressly forbidden. Students should cite any external references (books, articles, URL's, etc) in an acceptable referencing style.

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:

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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. (2014), *Marketing* (Third 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 offered in both seminar and on-line modes - for more information see Unit Schedule

Unit Schedule

| Session | Session Topic | Required Reading |
|----------------|--|------------------|
| 1 4 August | Course Introduction What is Marketing? | Chapter 1 |
| 2 11 August | Marketing Planning & Growth Strategies | Chapter 2 |
| 3 18 August | Marketing Information Systems & Market Research | Chapter 3 |
| 4 25 August | Consumer & Organisational Buyer Behaviour, | Chapters 4 & 5 |
| 5 1 September | Market Segmentation & Target Marketing. | Chapter 6 |
| 6 8 September | New Product Development; Product Life Cycle & Branding | Chapter 7 |
| 7 15 September | Services Marketing | Chapter 11 |
| 8 | Mid-Term Break Group Work (Marketing Game and Marketing Plan) | |
| 9 13 October | Pricing | Chapter 8 |
| 10 20 October | Promotion | Chapter 9 |
| 11 27 October | Distribution Channels | Chapter 10 |

| | | |
|----------------|---|------------|
| 12 3 November | Electronic Marketing | Chapter 12 |
| 13 10 November | 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/

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).

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

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

Assessment tasks

- Class Participation
- Assessed Coursework
- Report
- Final Examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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- Class Participation
- Assessed Coursework
- Report
- Final Examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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Changes from Previous Offering

(Nil)

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. |