



MKTG101

Marketing Fundamentals

S2 Day 2014

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	7
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	10
<u>Graduate Capabilities</u>	11
<u>Changes from Previous Offering</u>	14
<u>Consultation Hours</u>	14
<u>Research and Practice</u>	15

Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr June Buchanan

june.buchanan@mq.edu.au

Contact via june.buchanan@mq.edu.au

E4A630

Monday 2-4 pm. Other times by appointment only - please email.

Dr Ross Gordon

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit explores the proposition that marketing is based on an understanding of consumer value. The unit looks at the evolution of marketing thought from a production orientation to its current state. The unit covers gathering information on consumer needs and the marketing environment. It then looks at the building blocks and tools that the marketer uses to satisfy those needs – the marketing mix. The unit includes the latest developments in marketing theory, illustrated with examples of best practice from Australia and major economies overseas.

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:

- Recognise marketing's role in business and in society
- Identify the role of marketing as an organisation-wide philosophy.
- Explain and analyse key marketing objectives and strategies.
- Review the external factors influencing an organisation's marketing strategies.

Identify and interpret discipline-specific academic literature.

General Assessment Information

Please refer to the document on iLearn - "Elaboration of Assessments" - for detailed explanation of each assessment. You must also refer to this document for the Case Study schedule and for the Peer Evaluation compulsory form.

Assessment Tasks

Name	Weighting	Due
Individual Assignment	20%	Sunday August 31 11.59
Case Study	30%	Refer to Case Study schedule
Class Participation	10%	Ongoing in tutorial class
Final Examination	40%	University Exam Period

Individual Assignment

Due: **Sunday August 31 11.59**

Weighting: **20%**

A hard copy of your individual research assignment (Word document 1,000 words, 12 font Arial, standard margins) is due in your Week 5 tutorial. A soft copy must be submitted to Turnitin no later than Sunday August 31 11:59pm. You must ensure you upload your soft copy under the correct Turnitin link (i.e. you must submit it to the tutorial number you are registered in).

Your task is to find a visual promotion (magazine, newspaper, billboard, t.v. or computer screen-shot) of a product available in Sydney/Australia. You should then provide an analysis and explanation as to (a) who you think the target market is and (b) an assessment of the product, price, place and promotion strategies

Please refer to the 'Elaboration of Assessments' document on iLearn for more details.

Penalties:

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.

Note: Knowledge of the content in the assessments will assist with preparing for the exam. Feedback and grades will be available via your tutor in the following two weeks of tutorial class.

Please note that you will receive a zero for work that contains large chunks of 'copy and paste' material. In extreme cases, you may be referred to the Academic Discipline Committee, in addition to receiving a zero. for your paper.

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Case Study

Due: **Refer to Case Study schedule**

Weighting: **30%**

Students will be placed into groups of 4-5 maximum in the first class (i.e. Week 2 tutorials). Once groups have been formed, each group will receive an allocated case study from the textbook. Please refer to the separate Word document on iLearn - "Elaboration of Assessments" for information on case studies and submission dates.

Each group member must obtain and refer to at least 2 peer-reviewed academic journal articles. Each group member must ensure that their minimum of 2 academic articles are different to other group members academic articles.

Group presentations are worth a maximum of 10%. Written case studies are worth a maximum of 20%.

Penalties:

You must not exceed the 2000 - 3000 strict word limit (this does not include the reference list but it does include all appendices, in text referencing, diagrams, tables, abstracts and title pages). Exceeding the limit by any amount will lead to an automatic deduction of 20% of the total assessment marks.

Deadlines for all case studies is by 11.59 pm on the Sunday of the week the case study is due. Please ensure you submit your soft copy to the correct Turnitin link. If you do not, your assignment will not be marked and you will receive zero. Any submission made after the deadline will be graded as a **zero**. THIS IS STRICT. Exceptions will not be made for submissions that are late and/or submitted to the incorrect Turnitin link.

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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Class Participation

Due: **Ongoing in tutorial class**

Weighting: **10%**

Due: Weeks 5, 6, 7, 9, 10 and 11

Weighting: 10%

Each non-presenting student must bring an academic article to tutorial class each week there is a case

study presentation. You will develop a question and a suggested answer based on your journal article

research.

Penalties:

You must attend your tutorial and be actively involved in class discussion. Failure to do this will result in a mark of zero.

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Final Examination

Due: **University Exam Period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- The product belongs to the student and
- The student has attained the knowledge and skills tested in the exam.

A 2 hour final examination for this unit will be held during the University Examination period. You

are expected to present yourself for examination at the time and place designated in the University Examination Timetable.

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Delivery and Resources

Classes

Unit Structure

This unit will be conducted in a weekly two hour lecture and weekly one hour tutorial format. Students will form into groups during the tutorials in Teaching Week 2.

Tutorial/ Group Sessions

Tutorials/ group sessions in this course are conducted each week commencing in Teaching Week 2. Class sizes are limited.

You must sign on for your preferred session electronically. Once you are included in a tutorial, you **MUST** attend that tutorial and group only each week. Changes will not be permitted after the end of Week 2.

Changes must be formalised via the E-Student enrolment site.

Attendance will be taken in class each week.

Required and Recommended texts and/or materials

One Required Textbook

The textbook to accompany this unit is: Elliott, G., Rundle-Thiele, S. and Waller, D.(2014), "Marketing" 3rd edition, John Wiley and Sons Ltd, Australia

ISBN:978 1 118: 624173

You can buy this book from the Co-Op Bookshop on campus, either stand alone or bundled. Bundling options provide additional resources to help in your university work. Both hard copy and e-book are acceptable for this unit. The link for e-book and bundling are available through Wiley direct: <http://www.wileydirect.com.au/macquarie-uni-marketing-3rd-edition/>

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources

- This unit gives you opportunities to conduct your own research
- This unit gives you practice in applying research findings in your assignments

Writing Skills

Burton, L. 2010. *An Interactive Approach to Writing Essays and Research Reports in Psychology*, John Wiley & Sons, Australia

McMillan, K. & Weyers, J. 2010. *How to Write Essays & Assignments*, Pearson Education, United Kingdom.

Researching Skills - Journals

In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- International Journal of Research in Marketing
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Journal of Services Research

Technology Used:

Unit web page

Please note the unit's logon iLearn address is:

<http://ilearn.mq.edu.au>

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student's responsibility to regularly check iLearn. All lecture streams in this unit will be recorded using iLearn.

Unit Schedule

Learning Activities Schedule – Lecture & Tutorial Schedule

Week	Lecture Schedule	Tutorial Schedule and Tasks
1	Introduction	READ: Chapter 1 No tutorials

2	<p><i>Librarian presentation: Database Research</i></p> <p>Marketing Environment and Market Analysis</p>	<p>READ: Chapter 2</p> <p>Introduction to course, course structure, assessments, study approach, & tutor expectations</p> <p>Discussion of Individual assignment (hard copy due Week 5 - soft copy uploaded to Turnitin by 11.59 Sunday 31 August)</p> <p>Form Groups</p> <p>Allocation of case studies</p> <p>Discussion Turnitin.</p> <p>Discussion of referencing and paraphrasing.</p>
3	Market Research	<p>READ: Chapter 3</p> <p>Discussion questions.</p>
4	<p>Consumer Behaviour</p> <p>Business Buying Behaviour</p>	<p>READ: Chapters 4 and 5</p> <p>Discussion questions.</p>
5	Segmentation, Targeting and Positioning	<p>READ: Chapter 6</p> <p>Individual reports due. Hard (Word) copy to your tutor in class on due day and time. Also a copy of your colour-coded Originality Index report.</p> <p>Your report must be uploaded prior to the commencement of your tutorial class (i.e. by 11.59 on Sunday 31 August). Failure to do so will result in lost marks penalty.</p>
6	Product	<p>READ: Chapter 7</p> <p>Case Study 1 due: written report and presentation to class</p> <p>Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.</p>
7	Price	<p>READ: Chapter 8</p> <p>Case Study 2 due: written report and presentation to class</p> <p>Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.</p>
	<p><i>MID-SESSION BREAK 20 September to 6 October.</i></p>	
8	<p>Monday 6 October is a Public Holiday (Labour Day), so NO LECTURES OR TUTORIALS THIS WEEK</p>	

9	Promotion	<p>READ: Chapter 9</p> <p>Case Study 3 due: written report and presentation to class</p> <p>Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.</p>
10	Distribution	<p>READ: Chapter 10</p> <p>Case Study 4 due: written report and presentation to class</p> <p>Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.</p>
11	Services Marketing	<p>READ: Chapter 11</p> <p>Case Study 5 due: written report and presentation to class</p> <p>Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.</p>
12	<p>GUEST LECTURE</p> <p>Attendance Compulsory - there may be a final examination question related to the guest lecture</p>	<p>You should spend the tutorial time formulating an answer to an exam question, backed up with academic research. You must bring this to tutorial next week.</p>
13	<p>Digital Marketing</p> <p>Exam Review & Tips</p>	<p>READ: Chapter 12</p> <p>Case Study 6 due: written report and presentation to class</p> <p>Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.</p> <p>Tutor Evaluation Survey</p> <p>Wrap Up</p> <p>Any Questions?</p> <p>Discussion of exam questions. How to optimise answers to exam questions.</p>

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/p

[olicy.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 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

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.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able

to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

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Assessment tasks

- Individual Assignment
- Case Study
- Class Participation
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

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- Identify the role of marketing as an organisation-wide philosophy.
- Explain and analyse key marketing objectives and strategies.
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- Identify and interpret discipline-specific academic literature.

Assessment tasks

- Individual Assignment
- Case Study
- Class Participation
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

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- Identify the role of marketing as an organisation-wide philosophy.
- Explain and analyse key marketing objectives and strategies.
- Review the external factors influencing an organisation's marketing strategies.
- Identify and interpret discipline-specific academic literature.

Assessment tasks

- Individual Assignment
- Case Study
- Class Participation
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Recognise marketing's role in business and in society
- Identify the role of marketing as an organisation-wide philosophy.
- Explain and analyse key marketing objectives and strategies.
- Review the external factors influencing an organisation's marketing strategies.
- Identify and interpret discipline-specific academic literature.

Assessment tasks

- Individual Assignment
- Case Study

- Class Participation
- Final Examination

Changes from Previous Offering

Individual assessment is now an early diagnostic assignment due in Week 3. Individual assignment has been changed from 2,000 words to 1,000 words. Group case studies introduced and are due progressively throughout session (allows regular identification of group dynamics/productivity, etc.). Individual Q&A introduced whereby each non-presenting member obtains an academic article and develops a question (with suggested answer) for the presenting group. This allows class interaction and fosters collaborative learning. Textbook changed. Learning Outcomes now clearer and measurable.

Consultation Hours

Consultation

Teaching staff are there to assist you. Please email them directly to confirm their consultation times.

Please remember that your Tutor is your first port of call for all queries relating to the course content and that you should contact them directly via email.

If your query relates to administration please post your question on the iLearn forum under the “Administrative discussion” forum.

There are several other specific discussion forums on the iLearn site that you may use to seek assistance from your peers, teachers and the teaching assistant staff of this unit. There are five forums for discussion in which you may post questions. These include:

1. General Administration Discussion
2. Student-to-Student Discussion
3. Group report Discussion
4. Tutorial Discussion
5. Exam Discussion

All important messages and announcements will be posted on the iLearn site regularly by staff and you must take the time to read these each week.

The iLearn site is a public forum that everyone in the unit is able to access and read. The site can be found at the following link: <http://ilearn.mq.edu.au>

All lecture streams in this unit will be recorded using iLearn.

Research and Practice

In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- International Journal of Research in Marketing
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Journal of Services Research
- Australian Business Monthly
- Business Review Weekly

You can access these resources through the Library home page. Under 'research' select search for 'journals' and type the name of the journal.

Recommended Research Databases

You should also familiarize yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:

- Ebscohost:
 - Academic Search Elite
 - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- *Ulrich International Periodicals (for peer-reviewed journal checking)*