



# MKTG101

## Marketing Fundamentals

MQC1 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Moderator

Jana Bowden-Everson

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Unit Convenor

Brenton Price

[brenton.price@mq.edu.au](mailto:brenton.price@mq.edu.au)

Contact via [brenton.price@mq.edu.au](mailto:brenton.price@mq.edu.au)

Thurs by appointment only – please email to confirm

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:

Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.

Critically analyse, discuss, evaluate and integrate the literature on marketing theories to

create a coherent and theoretically rigorous argument.

Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.

Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

## Assessment Tasks

Name	Weighting	Due
<u>Assignment</u>	30%	Start of tutorial wk 4-8 SHARP
<u>Group Report</u>	30%	Wk9 Monday 9am
<u>Final Examination</u>	40%	Exam Period

### Assignment

Due: **Start of tutorial wk 4-8 SHARP**

Weighting: **30%**

An assignment consisting of five progressive submissions will be due throughout the tutorial program for the semester. The first four submissions will be worth a maximum mark of 5%. The final fifth submission is worth a maximum of 10%. All marks are contingent on class contribution and discussion.

You are required to answer each set question in paragraph form. Your focus should be primarily on the marketing theory you are being asked to discuss. The application of a practical example should be a secondary consideration.

You must find one journal article from the university databases each week to support your answer, you must find two journal articles to support the final 5<sup>th</sup> assignment submission.

Information from the journal article(s) should be used to support your solution and you must correctly reference the article both in-text as an in-text citation using the Harvard author date method, as well as at the end of your solution by including a full reference to the article.

They are to be formatted as follows; one single A4 page (strict page limit), size 11 times new roman font, single line spacing, registered student name, and student ID number printed at top of page along with topic title of submission. Each submission should be approximately 400 words in length.

They are to be submitted to your tutor in hard copy at the start SHARP of each tutorial. Submissions will not be accepted part way through the tutorial or at the end. They must be typed and printed.

Please bring a second printed copy of your solution to class in preparation for class discussion and presentation. You will be split in to your formal groups for discussion.

Your tutor will either set the product or service example, or they will select two class representatives in advance of each week's tutorial and will ask them to bring/find/show a real world product or service example to class as an example of "show and tell." The groups will then be required to apply the weeks set question to this new product or service example during class (brainstorm activity). The groups will then be randomly called on by the tutor to present their findings during the class.

The set questions are outlined in the presentation schedule contained below:

**Week Assignment topics part 1 – 5 inclusive**

4 Visit a store for the Apple brand. How is value defined in marketing? What is its relationship to customer satisfaction and loyalty? Based on your visit, how does Apple create value for its customers? Are they effective – justify. What customer relationship strategies did you observe? Tip. In Google scholar search "apple brand" for some interesting and useful journal articles associated with this. You will need to define and discuss each of the concepts and the 7 P's before you apply your example of the Apple brand.

5 Imagine you are a market researcher employed to investigate students' perceptions of their First Year Experience at Macquarie University. What research methods would you employ and why? Secondly, what information would be seeking and what sorts of questions might you ask? Tip. In Google scholar search for "first year experience" for some interesting and useful articles for this topic. You will need to define market research and its purpose, define the type of technique you choose and discuss its pro's and con's, and then based on your chosen technique outline the line of questioning that you might adopt.

6

Choose a recent non-habitual purchase that you have made i.e. a product or a service that you do not purchase very often. Discuss your purchase with reference to each of the 5 stages of the consumer decision making process. In your answer analyse the situational, group and individual factors that affected your decision-making process at each stage of the consumer decision making process.

7 Find one print advertisement that you believe is targeted at a particular segment. Develop a segmentation profile for one of the segments your product is targeting using the segmentation variables discussed in your textbook. What is the products marketing position? What is its point of differentiation? Tip. Login to the university research database called Business Source Premier. Search for an article by Yankelovich titled "Rediscovering market segmentation" in the Harvard Business Review for some interesting critical perspectives on segmentation.

8 Define the concept of a 'servicescape' or physical evidence. Discuss one example of a servicescape that you are familiar with. What consumer perceptions of the brand does the servicescape help to create and how? Tip: In Google scholar search "servicescape" for some perspectives on how it impacts upon perceived quality.

### **Penalties:**

Assignment submissions will only be considered for the maximum mark per piece if the student attends the duration of the tutorial in which he/she is submitting his/her submission. If a student does not attend the class, or arrives late/leaves early, the submission will not be accepted or marked. Late submissions are not accepted and will be graded as a zero. Exceeding the page

limit will lead to a two mark reduction out of the total marks available. Incorrect referencing in-text or in the reference list will lead to a deduction of two marks of the total marks available. Late submissions not accepted. Must be handed in at the start of your tutorial in which they are due.

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

On successful completion you will be able to:

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
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- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

## Group Report

Due: **Wk9 Monday 9am**

Weighting: **30%**

Students will be placed into groups in the first class.

**Step 1. Choose one chapter from Kotler from either Chapter 9 OR 10.**

**Step 2. Select the theoretical topic that matches your chosen chapter;**

- **Chapter 9; psychographic segmentation**
- **Chapter 10; the nature of services**

**Step 3. Select one industry from the following that matches your chapter and theoretical topic;**

- **Chapter 9 – select one from; Alcoholic beverages OR luxury goods**
- **Chapter 10 – select one from; travel and tourism OR retailing**

**Step 4. Find at least six journal articles\* from peer reviewed marketing journals on your topic to support your research**

**Step 5. Find at least two industry reports\* from the Passport database on your industry to support your research**

**\* Not meeting this minimum will result in an automatic 20% penalty.**

**Step 6. Discuss your selected theory and industry**

· **Literature: Using your text as a starting point, and focusing on content from the journal articles you have chosen – How is this area defined? Why is this aspect important? What does the literature say about this area and marketing challenges faced within it? What has been researched and what has been found?**

· **Application: Using your industry reports – Review the industry you have selected including the market, competitors, trends, growth, and opportunities. Then apply the theories/journal article research you have discussed to your chosen industry and outline the practical and managerial implications. NB. Your level of discussion should be based on an industry sector analysis level, and not on a specific brand within the industry.**

**NB. All group members must each complete the four research modules on iLearn. Completion of the modules counts towards your final group report. A penalty of 1% of the total report marks available will apply for each group member who does not complete all four modules. The four modules include; Harvard referencing, Peer-reviewed articles, Google scholar and searching and databases. Each contains a series of questions which you must complete correctly to progress to the next module.**

### **Assessment requirements and tips**

Tips: do some research and choose your industry FIRST to ensure that enough information is available to write your report.

Start by looking at the Passport database to see what information is available. Then look at the theories of marketing you wish to select and check to see whether there are journal articles available to support your theories using google scholar.

Choose a topic which has lots of data available so that you can write a high quality, fully informed, evidentially based piece of work. You must support all of your writing with research. It is not enough to write your report or any aspect of your report based primarily on the text, mere speculation or personal opinion/observation. This is a common weakness and will lead to a fail grade.

Suggested simple structure of your report (NB. You can vary this suggested structure as long as you address the report topic as per step 6):

- a. Introduction – name your industry category, and the theory you are reviewing. Set the context for your report. Your introduction should be a roadmap for the reader so they know where you are taking them.
- b. Industry – Overview of the market: size of the market, brand leaders, competitive set, changes in the market place, trends in consumer behavior influencing the market, opportunities, challenges, strengths, weaknesses etc – this section must be informed by at least two reports sourced from the Passport database
- c. Marketing theory – this section should be based on the text chapter (as only a basic starting point) and must be strongly supported by at least six journal articles. When using journal article research you should aim to;

- Critically analyse, discuss, and evaluate the literature in relation to your chosen theory, topic and industry
  - Demonstrate use of written skills to insightfully integrate marketing concepts, create a coherent and rigorous discussion, and draw well supported conclusions
  - Demonstrate thorough, detailed and deep application of theory.
  - Tip. In addition to journal articles about your chosen theory, some journal articles also actually apply theory to specific industry sectors.
- d. Managerial implications, and strategies– incorporate and intertwine information from the industry reports and journal articles and link both to the managerial implications you put forward.

### **Penalties:**

You must not exceed the 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.

Reports must be formatted in size 12 font single spaced with a coversheet outlining group members names and ID numbers, title of submission, word count, and tutorial number

You must use Harvard author-date referencing see <http://www.lib.monash.edu.au/tutorials/citing/harvard.html>. See also the University of Western Sydney YouTube channel for detailed practical examples.

You must submit your report via Turnitin. Any group with a similarity rating of 15% and above will automatically receive a grade of zero. You will be able to resubmit drafts to Turnitin in order to reduce your similarity index to the required level. Assessments submitted to other units cannot be used for submission in this unit.

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.

The lecturer has the final say in the adjustment of group-work marks. You may be removed from the group, if in the opinion of others and on the decision of the lecturer /tutor you are not contributing. Students in this situation will submit all group work on an individual basis. There is to be no-free riding in this course . In disputes over contributions to group work, you have 24 hours to provide physical evidence of your contribution to the unit coordinator. If you cannot do so the decision to moderate your group mark and or remove you from the group stands.

### **Your report must be submitted online VIA iLearn for MKTG101:**

Submit softcopy to the plagiarism detection system 'Turnitin' VIA iLearn before the deadline on Sunday May 18 by 11:59pm. Please select one group member to upload on behalf of the group. You will need to find your tutorial's dropbox, it will be labeled as follows:

Tutor's name

*For example:*

*Brenton's Tutorial - Monday 10am*

**Please make sure that you are submitting to the correct dropbox.**

**Please note the following:**

· Your soft copy must include a title Page with full official student names (last name in CAPITALS), student ID numbers, tutors name, tutorial day, tutorial time and tutorial room number. It must also include your reference list. Please name your file as follows:

**Surnames\_Tutor\_Final Report.doc**

· Report should be formatted as follows; size 12 times new roman font, single line spacing, fully justified, each paragraph indented, headings in capitals and bold, sub-headings in upper and lower case and bold italics.

· Reports will be marked electronically via GradeMark on Turnitin using iLearn, annotated with comments from the marker and your grades will be available for viewing on the Grades link via iLearn approximately 2-3 weeks after submission. An announcement will be made on iLearn when assignments have been marked.

### ***Plagiarism Detection Software Use in Unit***

It is the University's task to encourage ethical scholarship and to inform students and staff about the institutional standards of academic behaviour expected of them in learning, teaching and research. Students have a responsibility to maintain the highest standards of academic integrity in their work. Students must ensure they do not plagiarise. Plagiarism and the consequences of plagiarizing are discussed in section 10. In order to detect evidence of plagiarism in students' work, this Unit utilizes the plagiarism detection software Turnitin. You must upload a soft copy of your essay to the appropriate section of Turnitin (through iLearn: <http://ilearn.mq.edu.au>), In order to familiarise you with Turnitin, we will undertake a practice run in week 4.

PLEASE NOTE: TURNITIN cross checks your essay against: websites, journal articles, books, and other student papers worldwide. Do not fall in to the trap of believing that you will get away with plagiarizing other authors work.

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## Final Examination

Due: **Exam Period**

Weighting: **40%**

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

- i) the product belongs to the student and
- ii) 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. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at [http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

This 2 hour examination is worth 40% of your course assessment.

The weighting of your final exam is as follows:

3 Essay Questions

(From a choice of 5)

### **Worth 40% of your total assessment**

The exam will cover **all Chapters from the textbook outlined in the Learning activities schedule**, as well as all material discussed during lectures and tutorials. It is the students' responsibility to read the relevant textbook chapters and attend all case study presentations as part of the overall course requirements.

The University Examination period commences June 16 until July 4 2014.

On successful completion you will be able to:

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## **Delivery and Resources**

### **Classes**

#### **Course Structure**

This course 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 – last day for changes is Monday March 17 2014.

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

Attendance will be taken in class.

### **Required and Recommended texts and/or materials**

#### **One Required Textbook**

The textbook to accompany this unit is:

Kotler, P. Burton, S. Deans, K. Brown, L. Armstrong, G. (2013), 9th edition, *Marketing*, Pearson, Australia

ISBN: 9781442549425

You can buy this book from the Co-Op Bookshop on campus. Both hard copy and e-book are acceptable for this unit. Second hand copies may also be available as this text was used in 2013.

### **Highly Recommended Reading**

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

### **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.

**Changes since last offering:**

Individual assessment is now assessable coursework worth 30% spread across 5 weeks instead of one essay worth 35% which was due in week 11 (S2 2013).

Group assessment is now a report worth 30% which is due in week 10 rather than group presentations worth 25% that were due to be presented weekly.

## Unit Schedule

### Learning Activities Schedule – Lecture & Tutorial Schedule

Week	Lecture Schedule	Tutorial Schedule and Tasks
1	Creating superior customer value and capturing it	<b>READ:</b> Chapter 1 No tutorials
2	<i>Librarian presentation: Database Research</i> Capturing value	<b>READ:</b> Chapter 2  <b>Task 1</b> Introduction to course, course structure, assessments, study approach, & tutor expectations Form Groups  <b>Interactive Task 2</b> Brainstorm topic: Values and consumption. Who is wearing what and why?  What is consumption? Why do we consume? What is the role of value and values? Why are they important to in marketing?
3	Strategic planning & strategies	<b>READ:</b> Chapter 3, 4  <b>Interactive Task 1</b> Hand out practice article & discuss key take outs of first 2 pages. Tutorial brainstorm: What are values, why are they important, how can they be used in marketing? Pick an ad for a brand you are familiar with – what values are they emphasising? Discuss.  <b>Task 2</b> Discussion Turnitin.

4	The global environment	<p><b>READ:</b> Chapter 5</p> <p><b>Interactive Task 1. “Show and Tell”</b></p> <p>Tutor selected product or service for discussion. Class application of set assessed question to this product/service.</p> <p>DUE: Assignment part 1.</p> <p><b>Task 2. Discussion of referencing and paraphrasing.</b></p> <p>Homework: Complete four research skill modules on iLearn including Harvard referencing, Peer-reviewed articles, Google scholar and searching, and databases. All members of your group must complete all four modules as these count towards your group report grade.</p>
5	Market research	<p><b>READ:</b> Chapter 6</p> <p><b>Interactive Task 1. “Show and Tell”</b></p> <p>Class representatives to select product/service. Class application.</p> <p>DUE: Assignment part 2.</p>
6	Consumer behaviour	<p><b>READ:</b> Chapter 7</p> <p><b>Interactive Task 1. “Show and Tell”</b></p> <p>Class representatives to select product/service. Class application.</p> <p>DUE: Assignment part 3.</p>
7	Market segmentation, targeting and positioning	<p><b>READ:</b> Chapter 9</p> <p><b>LEARN:</b></p> <p><b>Interactive Task 1. “Show and Tell”</b></p> <p>Tutor to select product/service. Class to create a segmentation profile for selected product or service.</p> <p>DUE: Assignment part 4.</p>
8	Product and services marketing & new products	<p><b>READ:</b> Chapter 10</p> <p><b>LEARN:</b></p> <p><b>Interactive Task 1. “Show and Tell”</b></p> <p>Class representatives to select product/service. Class application.</p> <p>DUE: Assignment part 5. NB. Two journal articles are required to support this assignment. This submission is worth 10%</p>
9	Pricing and logistics	<p><b>READ:</b> 12, 13</p> <p><b>PREPARE:</b> Group report</p> <p><b>LEARN:</b> Class time allocated to group report and Q&amp;A with tutor</p>

10	Communicating customer value	<p><b>READ:</b> Chapter 15, 16,</p> <p><b>PREPARE:</b> Group report</p> <p><b>LEARN:</b> Class time allocated to group report and Q&amp;A with tutor</p> <p>NB. Group report due by midnight Sunday</p>
11	Communicating customer value	<p><b>READ:</b> Chapter 16, 17</p> <p>Tutor guided topic in marketing discussion</p>
12	Global marketing	<p><b>READ:</b> Chapter 18</p> <p>Tutor designed practice test in class and discussion (not assessed)</p>
13	Exam Review & Tips	<p>Class driven Q&amp;A tutorial session</p> <p>Unit and Lecturer Evaluations</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](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](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](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/](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 the following link:

<http://universitycouncil.mq.edu.au/legislation.html>

## Grade Appeals and Final Examination Script Viewing City Campus

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>

## Attendance at Macquarie City Campus

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus 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 Disruptions Policy 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](http://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 at Macquarie City Campus

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/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing [info@city.mq.edu.au](mailto: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](mailto:info@city.mq.edu.au) or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

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



- ALPS - [http://www.students.mq.edu.au/support/learning\\_skills/postgraduate/alps/](http://www.students.mq.edu.au/support/learning_skills/postgraduate/alps/)

## 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](http://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.

## IT Help at Macquarie City Campus

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**

### **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**

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

### **Assessment tasks**

- Assignment
- Group Report
- 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**

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

## **Assessment tasks**

- Assignment
- Group Report
- 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**

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

## Assessment tasks

- Assignment
- 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

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

## Assessment tasks

- Assignment
- Group Report
- Final Examination

## Consultation Hours

### Consultation

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

Please remember that your Tutors is your first port of call for all queries relating to the course content and that you may 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)*