



MKTG101

Marketing Fundamentals

MQC2 Evening 2014

Dept of Marketing and Management

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

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Lecturer

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please refer to ilearn for details

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

Individual Report

You are required to back up your research with peer-reviewed academic research. You should aim for at least one academic article for each concept (i.e., 1 for target marketing and 1 for each of the 4 Ps (i.e., 1 for pricing, 1 for product, 1 for promotion and 1 for distribution). You must make full use of headings and sub-headings.

You must find at least five journal articles from the university databases to support your research paper.

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

They are to be formatted as follows; A4 page (strict word limit), size 12 times new roman or Ariel font, single line spacing, registered student name, and student ID number printed at top of page along with topic title of submission. The research topic paper should be approximately 1,000 words in length.

This is to be submitted to your tutor in hard copy in your Week 3 tutorial. Submissions must be typed and printed.

You must submit a soft copy of your research topic paper (including your reference list) to Turnitin - Refer to ilearn for details. You should print off a hard copy of the Turnitin Similarity/Originality Index full report and include it with your Word copy to bring to tutorial.

Case Study

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 also write the Turnitin submission 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 prior to the week the case study is due. Any group with a similarity rating of 15% and above (not including references) 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. Please note however that submissions to Turnitin after the initial one may result in a 48 hour delay in processing. You must factor in this delay to ensure you are able to include a print-out of your Similarity/Originality % Index report and attach it with your Word document, and submit it to your tutor in your registered tutorial, on the day and time it is due. No excuses about Turnitin delays in generating your final report will be accepted. Assessments submitted to other units cannot be used for submission in this unit.

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 . Accordingly, **you must put the student name (first name then last name in Capitals) and SID next to each heading where that section is the student's work. In addition, you must list each student's name and SID (as above), then list each academic article that the student used for their section of the case study, in alphabetical order according to the first author's surname.** Students must not use the same academic article as another student.

A soft copy of your case study must be submitted online VIA iLearn for MKTG101:

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 or Arial font, single line spacing, fully justified, each paragraph indented, headings in capitals and bold, sub-headings in upper and lower case and bold italics.

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>), You must familiarise yourself with Turnitin and set up an account well before the due date of your various assessments.

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.

As with your individual research topic, any submissions that contain large chunks of 'copy/cut and paste' will receive zero and may also be referred to the Academic Misconduct Committee for further penalties.

Class Participation

It is very unlikely that you will find an academic article relating specifically to the case study - indeed this is not necessary. Rather, your article should relate to the marketing concept in the chapter that the case study is at the end of. You should then tailor your question (based on your journal article) to the case study.

Each student will have a total of 5 x Q&As (note: you do NOT do a Q&A if you are presenting the

case study you have been allocated) throughout session. Each Q&A is worth a maximum of 3 marks. You are expected to use in-text referencing to show evidence of your academic article being incorporated in your Q&A.

The purpose of the Q&As is to foster interactive learning and collaboration. To that end, if you do not turn up to tutorials and be actively involved, you will not receive a mark for that week. If you are sick, you may submit a request by following the official policy:

- Notify disruption to your studies via Ask MQ.
- You have up to 5 days to attach supporting documentation.
- medical issues: have your medical practitioner fill out the Professional Authority Form (also available from Campus Wellbeing)
- non-medical disruptions: refer to the Supporting Evidence Schedule for examples of supporting documentation you can attach
- For more information have a look at the Disruption to Studies webpage and Disruption to Studies policy

Please include your tutorial day, time, location and your tutor's name in your application.

If your application is approved, you will have your Q&A marked. You must email your tutor a soft copy of your Q&A. Students should not consider applying for Disruption to Studies for their Q&As more than once.

Final Exam

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

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 structure of the final exam is: 3 x Essay Questions from a choice of 5

The final 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. You must be available for the entire duration of the examination period. Bookings for travel must not be made prior to the end of the examination period.

Assessment Tasks

Name	Weighting	Due
<u>Individual Assignment</u>	20%	week 3
<u>Case Study</u>	25%	Refer to Case Study schedule
<u>Class Participation</u>	15%	Ongoing in tutorial class
<u>Final Examination</u>	40%	University Exam Period

Individual Assignment

Due: **week 3**

Weighting: **20%**

An individual research assignment will be due week 3

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 section "General Assessment Information" below for more details.

Penalties:

Late submissions are not accepted and will be graded as a **zero**. Hard copies of your Word assignment and a print-out of your Originality Report must be handed in at the start of your tutorial in which it is due.

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.

On successful completion you will be able to:

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Case Study

Due: **Refer to Case Study schedule**

Weighting: **25%**

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 15%.

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 will be advised on ilearn of the week the case study is due. 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.

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Class Participation

Due: **Ongoing in tutorial class**

Weighting: **15%**

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

Weighting: 15%

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.

On successful completion you will be able to:

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- 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.

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.

On successful completion you will be able to:

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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.

Tutorial/ Group Sessions

Tutorials/ group sessions in this course are conducted each week.

Attendance will be taken in class each week.

Required and Recommended texts and/or materials

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	Date / Lecture Schedule	Tutorial Schedule and Tasks
1	17 July Introduction	READ: Chapter 1 Unit Overview
2	24 July Marketing Environment and Market Analysis	READ: Chapter 2 Introduction to course, course structure, assessments, study approach, & tutor expectations Discussion of Individual assignment (due Week 3) Form Groups Allocation of case studies Discussion Turnitin. Discussion of referencing and paraphrasing.
3	31 July Market Research	READ: Chapter 3 Discussion questions. 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. Your report must be uploaded prior to the commencement of your tutorial class. Failure to do so will result in lost marks penalty.
4	7 August Consumer Behaviour Business Buying Behaviour	READ: Chapters 4 and 5 Discussion questions.
5	14 August Segmentation, Targeting and Positioning	READ: Chapter 6 Case Study 1 due: written report and presentation to class Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.
6	21 August Product	READ: Chapter 7 Case Study 2 due: written report and presentation to class Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.

7	28 August Price	READ: Chapter 8 Case Study 3 due: written report and presentation to class Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.
8	4 Sept Promotion	READ: Chapter 9 Case Study 4 due: written report and presentation to class Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.
9	11 Sept Distribution	READ: Chapter 10 Case Study 5 due: written report and presentation to class Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.
10	18 Sept Services Marketing	READ: Chapter 11 Case Study 6 due: written report and presentation to class Non-presenting students must develop a Q&A based on an academic article and submit this to their tutor.
11	25 Sept Digital Marketing	READ: Chapter 12
12	2 Oct Special Topic	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.
13	9 Oct Exam Review & Tips	Wrap Up. Any Questions? Discussion of exam questions. How to optimise answers to exam questions.

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/

Research and Practice

- This unit may use research by Macquarie University researchers
- This unit may use research from external sources. This unit gives you opportunities to learn how to critique current research at the frontiers of your discipline as a prelude to later conducting your own research

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-Undergraduate_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/>

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

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.

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.

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

- 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

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

- Recognise marketing's role in business and in society
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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

- Recognise marketing's role in business and in society
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Assessment tasks

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

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

- Recognise marketing's role in business and in society

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

- 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)*