



MKTG696

Introduction to Marketing Management

MQC S1 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Moderator:

Greg Elliott

greg.elliott@mq.edu.au

Contact via greg.elliott@mq.edu.au

9850 8990

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

Unit Convenor

Stephen Burke

stephen.burke@mqc.edu.au

Contact via stephen.burke@mqc.edu.au

Credit points

4

Prerequisites

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

Corequisites

Co-badged status

Unit description

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

Important Academic Dates

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

Learning Outcomes

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

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

Recognise the central importance of marketing in contributing to organisational health and prosperity

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

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

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

Assessment Tasks

Name	Weighting	Due
<u>Mid-term Quiz</u>	10%	9th April 2014
<u>Case Reviews</u>	25%	Fortnightly Weeks 2 and 8
<u>Group Marketing Plan</u>	25%	Session 12
<u>Final Examination</u>	40%	Session 13

Mid-term Quiz

Due: **9th April 2014**

Weighting: **10%**

40 multiple choice, closed book, 45 minutes. Questions cover the lecture content from the first 6 weeks.

No extensions will be granted. Students who do not complete the task at the specified time 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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- Recognise the central importance of marketing in contributing to organisational health

and prosperity

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

Due: **Fortnightly Weeks 2 and 8**

Weighting: **25%**

Two cases will be read, reviewed and presented over the first four sessions of the course i.e. Week 2 and 4.

Students are expected to have the cases read and analysed prior to class and be able to present a write up of one of the case questions as nominated.

Case discussions will include some class discussions and presentation of key concepts in each case and how they relate to the course content.

Written work and the in class presentation will be assessed separately as follows;

Written Work - 12%

Presentation - 13%

Total - 25%

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

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Group Marketing Plan

Due: **Session 12**

Weighting: **25%**

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

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

On successful completion you will be able to:

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

Final Examination

Due: **Session 13**

Weighting: **40%**

An online exam consisting of several short answer, essay style questions.

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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- Recognise the central importance of marketing in contributing to organisational health and prosperity
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the practical, contemporary marketing issues confronting organisations

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

Delivery and Resources

Technology Used

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

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

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

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

Required Text

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

This text is also available as an e-book.

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

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

* Business Review Weekly

Changes since the last offering of this unit:

This unit is now offered in seminar mode - for more information see Unit Schedule

Unit Schedule

Session	Session Topic	Required Reading
1 6/3	Course Introduction	Chapter 1
2 12/3	Seminar Session - Marketing Planning & Growth Strategies, Marketing Information Systems & Market Research	Chapter 2 & 3
3 19/3	No Class - On Line Material	
4 26/3	Seminar session - Consumer & Organisational Buyer Behaviour, Market Segmentation & Target Marketing.	Chapters 4,5 & 6
5 3/4	No Class - On Line Material	
6 9/4	Product and Services Marketing, Video Case and Discussion and Mid Term Quiz	Chapter 7 & 11
7 1/5	No Class - On Line Material	
8 8/5	Seminar Session - Pricing and Promotion - Review Outline Marketing Plan Possible Site Visit - 3M Innovations Centre - More information will be provided	Chapter 8 & 9
9 15/5	No Class - On Line Material	
10 22/5	Seminar Session - Distribution Channels , Electronic Marketing	Chapter 10 & 12
11 29/5	No Class - On Line Material	
12 5/6	Catch up and Marketing Plan Presentations	
13 12/6	Course Review Exam Preparation	

Learning and Teaching Activities

Site Visit

A site visit to a marketing department will be arranged during the session. The objective will be to

see how marketing theory is applied in business. More information will be provided early in the session.

Media Scanning

Students are encouraged to read the financial press at least weekly and note articles or comments about aspects of business that relate to marketing i.e. market share, segmentation, channels, competition, product innovation etc.

Policies and Procedures

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

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

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

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

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

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

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

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

Student Code of Conduct

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

Grades

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

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F – Fail

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

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

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

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

Grade Appeals and Final Examination Script Viewing

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

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

Special Consideration Policy

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

The University defines serious and unavoidable disruption to studies as resulting from an event or set of circumstances that:

- could not have reasonably been anticipated, avoided or guarded against by the student;
- and**

- was beyond the student's control; **and**
- caused substantial disruption to the student's capacity for effective study and/or the completion of required work; **and**
- substantially interfered with the otherwise satisfactory fulfilment of unit or course requirements; **and**
- was of at least three (3) consecutive days duration within a study period and/or prevented completion of the final examination.

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

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

Unacceptable grounds for Special Consideration

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

- routine demands of employment
- routine family problems such as tension with or between parents, spouses, and other people closely involved with the student
- difficulties adjusting to university life, to the self-discipline needed to study effectively,

and the demands of academic work

- stress or anxiety associated with examinations, required assignments or any aspect of academic work
- routine need for financial support
- routine demands of sport, clubs and social or extra-curricular activities.

Acute Problems

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

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

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

Attendance

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

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

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section below on Special Consideration for more details about this.

Student Support

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

Learning Skills

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

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

Student Support

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

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

Student Services and Support

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

Student Enquiries

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

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

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

UNIWISE provides:

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

IT Help

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

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

IT Help

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

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

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

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

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

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

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

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

Research and Practice

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