



# MKTG208

## Marketing Management

MQC1 Evening 2014

*Dept of Marketing and Management*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	8
<u>Unit Schedule</u>	9
<u>Learning and Teaching Activities</u>	11
<u>Policies and Procedures</u>	11
<u>Graduate Capabilities</u>	17
<u>Research and Practice</u>	19
<u>Changes since First Published</u>	19

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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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Unit Convenor

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit extends the material learnt in MKTG101 in reference to the customer and the organisation. Marketing management is no longer a department within the company – it is a company-wide undertaking. This unit takes a customer and market focus. Successful marketing management includes: developing marketing strategies and plans; connecting with customers; building strong brands; shaping the market offerings; delivering and communicating value; capturing marketing insights; and creating successful long term growth.

## 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:

To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.

To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in

Fundamentals of Marketing).

Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.

Apply marketing techniques and theories to develop creative solutions to marketing problems.

Demonstrate use of written and oral skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument.

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

## Assessment Tasks

Name	Weighting	Due
<u><a href="#">Class Test</a></u>	10%	Week 4
<u><a href="#">Class Participation &amp; Report</a></u>	20%	Until Week 9
<u><a href="#">Group Marketing Assignment</a></u>	30%	Week 11
<u><a href="#">Final Examination</a></u>	40%	University Examination Period

### Class Test

Due: **Week 4**

Weighting: **10%**

### Submission

1. There will be a 25 minutes multi-choice test on the week beginning LECTURE WEEK 4 or TUTORIAL WEEK 3 (Wednesday 20<sup>th</sup> March, 2013).

NOTE: This Examination will be held in your allocated TUTORIAL class time.

2. Students are expected to attend their allocated tutorial class to appear for this assessment.
3. Assessments will be based on Chapter reading 1 to 6 from your recommended Kotler and Keller (2012) text book.
4. A mark based on your written performance will be added to iLearn Grade Book.

### Extension and Penalties

No extensions will be granted. Students who do not appear for the class test will be awarded a 0 mark 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:

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.

## Class Participation & Report

Due: **Until Week 9**

Weighting: **20%**

### Submission

This task consists of : A) one page written hand out worth 7% and B) class presentation worth 13%.

## Extension and penalties

Since this is an in-class activity, late submission(s) or students who fail to provide a one page written report or fail to provide a well-articulated and well-discussed submission will receive no mark for their submission.

For presentation, students who are physically absent when their names are called for presentation will not be awarded any mark for this activity.

Considerations will be made for students who produce a medical certificate to the tutor within the guidelines of special consideration provided by the university. In extreme cases the discretion of the unit convenor to grant approval will be final.

What is required to complete the unit satisfactorily

1. This is an individual task involving weekly handout submission and presentation. All students are expected to attend their tutorial to participate in this tutorial activity.
2. **Part A** of the tutorial activity is to answer questions provided on either a debate topic or case study allocated for each week in the teaching strategy pages of your unit guide. Case studies will be provided at the start of the Session
3. You are required to use the one hour tutorial time to answer the topics (case study/ debate) and submit it to your tutor on the same day.
4. The one page hand out needs to be well-articulated and well-discussed to qualify for a one award mark for each week's submission.
5. For **Part B**, each week your tutor will randomly pick up two or three students from their tutorial class list for a two to three minutes presentation on a case study or debate topic.

6. Students who are physically absent when their names are called for presentation will not be awarded any mark for this activity.
7. Students will not be allowed into tutorial after 15 minutes as the door will be locked.

On successful completion you will be able to:

- To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in Fundamentals of Marketing).
- Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.
- Apply marketing techniques and theories to develop creative solutions to marketing problems.

## Group Marketing Assignment

Due: **Week 11**

Weighting: **30%**

### Submission

This assessment task consist of A) Written Report (20%) and B) Presentation (10%)

#### Written Report

In groups of 3 to 5 students, decide on a fictional product (or service). A fictional product can be selected based on what customer needs you are aiming to target and satisfy. This can also be based on the planned site visit and Seminar at OneSteel - St Leonards plant.

1. Once you decide on a product to work on then week by week build on your fictional product. You need to select a few (at least 4 to 5) marketing theories (topics) to focus on your plan. These selected theories needs to deeply reflect all aspects of the topics covered in the lectures..
2. Each of the elements of the marketing plan should coordinate with the text chapters/lectures.
3. You will work with your group and consult your tutor by email appointments for suggestions and areas that require improvements.
4. 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.

Marketing Plan Structure for both:

1. Minimum 15 pages -Maximum 22 pages (excluding references and appendices).
2. The Marketing Plan including exhibits and spread sheets should be double-spaced, with 2.5cm margins on all sides of the paper, using 12 point Times New Roman font.

3. Report should have an Executive Summary (on page 1), followed by clear Table of Content (on page 2), Introduction (page 3) followed by your marketing plan report.
4. Your report must have a Conclusion Section and a separate section for Recommendation/ Implications for managers
5. Please include all references (Harvard) and sources of data that you have used to compile this report.
6. Criteria to assess written report will be based on learning outcomes that you have achieved (See below for grading criteria)
7. Hard Copy submission of final report in Class – Wednesday 22<sup>nd</sup> May , 2013 in class
8. Turnitin will be open for submission from LECTURE WEEK 2 and close on Tuesday 21stMay 2013.
9. ONLY ONE GROUP MEMBER WILL SUBMIT THE REPORT TO TURNITIN. Any turnitin report plagiarism report more than 30% will receive a fail grade.
10. Students are required to submit a 'Participant feedback form' given by tutor.

### **Oral Marketing Plan Presentations**

1. At the end of the semester, each group is required to present a summary of their marketing plan to the class.
2. Presentation due in Weeks, 11 12 or 13 as allocated by your Tutor.
3. The presentation slides can vary between 8 to 12 slides. Providing clear introduction to the product, marketing planning process and conclusion with future scope for the product.
4. Oral presentations will be evaluated according to the Marking Guide see below.

### **Extension and penalties**

No extensions will be granted. Students who have not submitted their report to the deadline will be awarded a 0 mark for the task. Similarly, students who fail to present their report on the date allocated to them will be given a 0 mark for the task. Exceptions will only made on medical conditions and will be dealt on a case by case bases. However, student must submit a special consideration request for extensions.

On successful completion you will be able to:

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
- Critically analyse, discuss, and evaluate the literature on marketing topics in relation to

the relevant theories.

- Apply marketing techniques and theories to develop creative solutions to marketing problems.
- Demonstrate use of written and oral skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument.

## Final Examination

Due: **University Examination Period**

Weighting: **40%**

Examination conditions

A three 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:// exams.mq.edu.au/](http://exams.mq.edu.au/)

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>

What is required to complete the unit satisfactorily

- To obtain a passing grade in this unit you must pass the final examination.
- No other marks will be considered unless a pass is obtained in the final examination.

On successful completion you will be able to:

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
- Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.
- Apply marketing techniques and theories to develop creative solutions to marketing problems.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

## Delivery and Resources

### Classes

Lecture Day (Duration): Thursdays (2hours) and tutorial (1 hour)

Lectures see: <http://www.timetables.mq.edu.au/>

Tutorials see: <http://www.timetables.mq.edu.au/>

- Any relevant details about changing classes.
- If it is a requirement of this unit that students attend classes, please point that out here, as well as in the 'assessment' section of this document.

### Required and Recommended Texts and/or Materials

Kotler, P., and Keller, K.L., (2012) Marketing Management, 14th Edition, Pearson Education, Australia

#### **Additional/Recommended Reading (held in Special Reserve) :**

Marshall, G. and Johnston, M., (2010) Marketing Management, 1st Edition, McGraw-Hill Irwin, USA

Mullins, J and Walker, O., (2013) Marketing Management, 8th Edition McGraw Hill, USA

Peter, P and Donnell, J.,(2011) Marketing Management Knowledge and Skills, 10th Edition,



McGraw-Hill Irwin, USA

All texts are available for purchase from the Macquarie University Co-op Bookshop.

## Technology Used and Required

- Technology used for this unit is face to face teaching and power point presentations.
- Students need to be familiar with Microsoft Word and PowerPoint for this assignment and presentation.

### Unit Web Page

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

The web page for this unit can be found at: <https://ilearn.mq.edu.au/>

## Learning and Teaching Activities

Lecture

Tutorials

- Class test
- Case studies and debate topics
- Group project work

Site Visit

A site visit to a marketing department will be arranged in the first half of the course.

This will either be Sydney Tower ( Services Marketing, Competition, Intermediaries and Advertising) or 3M Product Innovation Centre ( New Product Development, Research and Development, Innovation to Launch cycle)

The objective of this is to show how theoretical marketing concepts are applied in business

More information will be available after session starts

## Unit Schedule

LECTURE WEEK	CHAPTER READINGS	CHAPTER TOPIC	TUTORIAL ACTIVITIES
1	Chapter 1	Defining Marketing for the 21st Century	No tutorials in week 1
	Chapter 2	Developing Marketing Strategies and Plans	
2	Chapter 3	Collecting Information and Forecasting Demand	Group formation for marketing plan report. Case study 10-12 minutes of reading and preparation time will be given in the class followed by presentation

	Chapter 4	Conducting Marketing Research	
	Chapter 5	Creating Long-Term Loyalty Relationships	
<b>3</b>	Chapter 6	Analyzing Customer Markets	Debate Registration of Marketing plan topic with tutor
	Chapter 7	Analysing Business Markets	
<b>4</b>	Chapter 8	Identifying Market Segments and Targets	EARLY ASSESSMENT CLASS TEST
<b>5</b>	Chapter 9	Creating Brand Equity	Case study Turnitin open for submission group report submission
	Chapter 10	Crafting the Brand Positioning	
<b>6</b>	Chapter 11	Competitive Dynamics	Debate
<b>7</b>	Chapter 12	Setting Product Strategy	Reminder Group Report Submission to Turnitin Final consultations on marketing plans
	Chapter 13	Designing and Managing Services	
<b>8</b>	Chapter 14	Developing Pricing Strategies and Programs	Case study
<b>9</b>	Chapter 15	Designing and Managing Integrated Marketing Channels	Debate
	Chapter 16	Managing Retailing, Wholesaling and Logistics	
<b>10</b>	Chapter 17	Designing and Managing Integrated Marketing Communications	Case study
	Chapter 18	Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations	
	Chapter 19	Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling	

11	Chapter 20	Introducing New Market Offerings	Group Report Submission to Turitin Hard Copy submission of final report to BESS Group Presentations 1
12	Chapter 21	Tapping into Global Markets	Group Presentations 2
13	Chapter 22	Managing a Holistic Marketing Organisation for the Long Run & REVIEW LECTURE	Group Presentations 3

## Learning and Teaching Activities

### Lectures

Lectures are oral presentations intended to present information or teach people about a particular subject. Lectures can be delivered online or through a variety of media.

### Tutorials

Tutorials are classes in which a tutor facilitates interactive learning with a small group of students. Your tutorial activities will cover:

- Class test** A class test is a time-limited invigilated assessment held in class and designed to assess a student's knowledge, skills or capabilities, requiring students to respond to one or more questions.
- Case Studies and Debate Topics** Case studies and debate topics will be provided to students with an opportunity to apply their knowledge to real or simulated scenarios in individual or group situations. They are aimed at developing critical thinking, analytic and problem solving skills.
- Group Project Work** Student group project work encourages group learning. Projects will assist students in developing more in depth knowledge and skills in conducting research, communication, and in planning, organisation and time management. Project work may take on the form of group activities.

## 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/)

## **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-Postgraduate\\_rules.pdf](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](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](http://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](http://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](http://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](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**

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

## 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

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 outcome**

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.

### **Assessment tasks**

- Class Test

- Group Marketing Assignment
- 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 outcome

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.

### Assessment tasks

- Class Participation & Report
- Group Marketing Assignment
- 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:

### Assessment tasks

- Class Participation & Report
- Group Marketing Assignment

## 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:

## Assessment tasks

- Class Participation & Report
- Group Marketing Assignment

## Research and Practice

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

## Changes since First Published

Date	Description
21/03/ 2014	Error in the unit schedule - there is no Mid Session break at the City Campus and this has now been removed.