



WMKT101

Marketing Fundamentals

MUIC Term 4 2016

Macquarie University International College

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	7
<u>Delivery and Resources</u>	11
<u>Unit Schedule</u>	13
<u>Policies and Procedures</u>	14
<u>Graduate Capabilities</u>	17
<u>Consultation Hours</u>	20
<u>Global Context and Sustainability</u>	21
<u>Research and Practice</u>	21

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

Teacher

Wayne Kingston

wayne.kingston@mq.edu.au

Contact via Email

Teacher

Leanne McCoy

leanne.mccoy@mq.edu.au

Contact via Email

Teacher

Jodie Turner

jodie.turner@mq.edu.au

Contact via Email

Teacher

Tse Sing Tsai

tsesing.tsai@mq.edu.au

Contact via Email

Teacher

Chris Margaritis

chris.margaritis@mq.edu.au

Contact via Email

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:

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

General Assessment Information

Grading

Students will receive a Standardised Numerical Grade (SNG) reflects the extent to which student attainment matches the descriptors as per the [Macquarie University Grading Policy](#). This unit will use the following grades which will be aligned with the listed numerical range:

- HD - High Distinction (85-100)
- D - Distinction (75-84)
- Cr - Credit (65-74)
- P - Pass (50-64)
- F - Fail (0-49)

Requirements to Pass

In order to pass this unit a student must:

- Achieve a Standard Numerical Grade (SNG) of 50 or more in the unit

- Attend at least 80% of scheduled classes

For further details about grading, please refer to the [Grading Policy](#).

Submission of Assessment Tasks

Assessments must be submitted following instructions provided in class. Assessment tasks which have not been submitted as required will not be marked. They will be considered a non-submission and zero marks will be awarded.

Turnitin

Turnitin compares electronically submitted papers to a database of academic publications, internet sources and other papers that have been submitted into the system to identify matching text. It then produces an Originality Report which identifies text taken from other sources, and generates a similarity percentage to judge whether plagiarism has occurred (see Academic Honesty section below).

Multiple submissions may be possible via Turnitin prior to the due date of an assessment and originality reports may be made available to students. In such cases they should be used to check work for plagiarism prior to a final submission.

Where there is a requirement for assessment tasks to be submitted through Turnitin, it is the student's responsibility to ensure that work is submitted correctly prior to the due date. Hard copies will not be accepted unless indicated otherwise by a teaching staff member. Records in Turnitin will be taken as records of submission. For assistance submitting through Turnitin, you may approach your teacher, lodge a [OneHelp](#) Ticket, refer to the [IT help page](#) or seek assistance from [Student Connect](#).

Students should note that for a first time submission the Originality Report will be available immediately post submission but for any subsequent submissions it may take 36 hours or longer for the report to be generated. This may be after the due date so students should plan their submission carefully.

Missed Assessments

The University recognises that students may experience unexpected events and circumstances that adversely affect their academic performance in assessment activities, for example illness. In order to support students who have experienced a serious and unavoidable disruption, the University will provide affected students with an additional opportunity to demonstrate that they have met the learning outcomes of a unit. An additional opportunity provided under such circumstances is referred to as special consideration.

The [Disruption to Studies Policy](#) applies only to *serious and unavoidable* disruptions that arise after a study period has commenced. Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support may be sought through [Campus Wellbeing](#) and [Support Services](#).

Serious and Unavoidable Disruption The University classifies a disruption as **serious and unavoidable** if it:

- 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 completion of required work; and
- occurred during an event critical study period and was at least three (3) consecutive days duration, and / or
- prevented completion of a final examination.

To be eligible for Special Consideration, a student must notify the University of a *serious and unavoidable* disruption within five (5) working days of the commencement of the disruption (Disruption to Studies notification). All Disruption to Studies notifications are to be made online via the University's [Ask MQ](#) system. A Disruption to Studies notification must be supported by documentary [evidence](#).

In submitting a Disruption to Studies notification, a student is acknowledging that they may be required to undertake additional work. The time and date, deadline or format of any required extra assessable work as a result of a disruption to studies notification is not negotiable and in submitting a disruption to studies notification, a student is agreeing to make themselves available to complete any extra work as required.

Please refer to the [Disruption to Studies Policy](#) for further details.

Extensions & Late Submissions

To apply for an extension of time for submission of an assessment item, students must submit a Disruptions to Studies notification via ask.mq.edu.au.

Late submissions without an approved extension are possible but will be penalised at 20% per day up to 4 days (weekend inclusive). If a student submits an assessment task 5 or more days after the due date without grounds for special consideration (See [Disruptions to Studies Policy](#)) a record or submission will be made but the student will receive zero marks for the assessment task.

Final Examinations and Final Assessment Tasks

Final exams and final assessments will typically take place in Week 6 or Monday of Week 7. All students enrolled in a teaching session are expected to ensure they are available up until and including Monday of Week 7 to undertake examinations.

Details of teaching session dates can be found on the [Important Dates](#) calendar. Due dated for assessments will be available in the unit guide and final examination timetables will be released to students prior to Week 5.

Planning for an exam is very important. All students should be familiar with the [Exam Rules](#). In addition, students should refer to the below links for other important examination related information.

- [Talk to your lecturer](#)
- [Revision tips](#)
- [What to bring with you](#)
- [What not to bring with you](#)
- [Where to get help](#)
- [Tips for Success](#)

It is not uncommon for students to have two examinations in one day.

Conduct During Assessments and Examinations

Students must adhere to the [Student Code of Conduct](#) and [Academic Honesty Policy](#) at all times.

Students will be provided with instructions relating to conduct during in-class assessment tasks. For all examinations, students will be required to:

- provide photographic proof of identity for the duration of the examination. This must be visible at all times during the examination.
- leave mobile phones, electronic devices, bags, computers, notes, books and similar items outside a final examination venue or in a designated space
- ensure any water brought into the examination room is in a clear and unmarked bottle
- obey all instructions provided by an Examination Supervisor
- refrain from communicating in any way with another student once they have entered the examination venue.

Students are NOT permitted:

- into an examination venue once one hour from the time of commencement (excluding any reading time) has elapsed
- to leave an examination venue *before* one hour from the time of commencement (excluding any reading time) has elapsed
- to be readmitted to an examination venue unless they were under approved supervision during the full period of their absence
- to obtain or attempt to obtain assistance in undertaking or completing the examination script
- to receive or attempt to receive assistance in undertaking or completing the examination script.

Students should also ensure they follow all requirements of the [Final Examination Policy](#).

Supplementary Examinations

Supplementary final examinations are held during the scheduled Supplementary Final exam

Period. This may fall in Week 7 or within the first week of the subsequent teaching term. Results for supplementary exams may not be available for up to two weeks following the supplementary examination. Students in their final term of study who undertake supplementary final exams should note that formal completion of their Diploma Program will not be possible until supplementary results are released and this may impact on their ability to enroll in subsequent units or programs of study on time.

Retention of Originals

It is the responsibility of the student to retain a copy of any work submitted and produce another copy of all work submitted if requested. Copies should be retained until the end of the grade appeal period each term.

In the event that a student is asked to produce another copy of work submitted and is unable to do so, they may be awarded zero (0) for that particular assessment task.

The University may request and retain the originals of any documentation or evidence submitted to support notifications of disruptions to studies. Requests for original documentation will be sent to the applicant's student email address within six (6) months of notification by the student. Students must retain all original documentation for the duration of this six (6) month period and must supply original documents to the University within ten (10) working days of such a request being made.

Contacting Teaching Staff and Obtaining Help and Feedback

Students may contact teaching staff at any time during the term by using the contact details provided in this guide.

For all university related correspondence, students are required to use their official Macquarie University student email account which may be accessed via the [Macquarie University Student Portal](#). Inquiries from personal email accounts will not be attended to.

Students may seek additional feedback at any time during the term and general feedback about their performance in a unit up to 6 months following results release.

Assessment Tasks

Name	Weighting	Due
Online Quizzes	20%	Week 2, 3, 4 and 5
Mini Research Topic (MRT)	10%	Lesson 1 of Week 2, 3, 4 and 5
Marketing Plan & Presentation	30%	Week 5 Friday 10pm
Final Examination	40%	MUIC Final examination period

Online Quizzes

Due: **Week 2, 3, 4 and 5**

Weighting: **20%**

There will be four online quizzes via iLearn. Each quiz will be worth 5% and will consist of 20 multiple-choice questions.

Quizzes can be taken online at any time from Monday 1am to Saturday 10pm during the assigned weeks. Each quiz may be attempted once within a time limit of 20 minutes. Students will have one attempt at each quiz, questions must be answered sequentially.

In cases of missed quizzes, students will only be given an opportunity to undertake a quizzes if they have an approved Disruption to Studies.

On successful completion you will be able to:

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.

Mini Research Topic (MRT)

Due: **Lesson 1 of Week 2, 3, 4 and 5**

Weighting: **10%**

You will be assigned into groups of five students in Lesson 1, Week 1. As a group, you must decide which company to base your marketing plan on until Lesson 2 in Week 1. The company must be an Australian SME (small medium size enterprise) - it must NOT be listed on ASX (the Australian Stock Exchange).

Please refer to pp. 63-65 of your textbook for an overview of a marketing plan structure. You must include each component in your final marketing plan (note: you do NOT need to include the 3 Ps of services marketing - rather only include the 4 Ps). You should refer to the end of each chapter for a more comprehensive explanation of each component of a marketing plan.

You **MUST** submit each component of your marketing plan to Turnitin no later than the day **BEFORE** your first lesson for each week it is due. Failure to do this will result in loss of marks for each time you neglect to submit to Turnitin. You must carefully check that you are submitting to the correct link - the correct teacher and the correct lesson name, day and time.

From Week 2 to Week 5 inclusive, each group must bring a hard copy of the marketing plan to that week's lesson. Your teacher will provide feedback for your guidance. Your hard copy **MUST** include a list of your references, with full detail - author name/s, year, title of article, name of journal, volume no., issue no, page numbers. Your reference list must be in the correct format. Refer to the librarian PP slides and/or to the link to academic referencing on the Library

webpage. You will need to use one hour of each three-hour lesson to work on your mini-research topic so that you are ready to submit your mini research topic on time.

The components of the marketing plan that is due for the various weeks and their weighting, is as follows:

Mini Research Topic (MRT)

Due Date

Topic

MRT 1

Week 2 Lesson 1

Introduction: This should include research on industry factors and other contextual factors relating to your company.

Situation Analysis - macro and micro environmental analysis, internal analysis, SWOT analysis.

MRT 2

Week 3 Lesson 1

Objectives and Target Market

Product and Price

MRT 3

Week 4 Lesson 1

Promotion and Distribution

Budget

MRT 4

Week 5 Lesson 1

Implementation, Evaluation and Conclusion

Each group will be required to present their MRT as scheduled.

Please note that this assessment is based on your research - so each of the above components of your marketing plan listed above, should be written with a strong focus on your research.

Penalties:

Students who do not submit their MRTs or present their mini research will be awarded a mark of 0 for the task unless they apply for a Disruption to Studies and are granted an extension.

Furthermore, your group will need to provide written confirmation to the teacher that you have made a full contribution to the written component of that mini-research topic in order for you to

receive a mark.

On successful completion you will be able to:

- Review the external factors influencing an organisation's marketing strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Marketing Plan & Presentation

Due: **Week 5 Friday 10pm**

Weighting: **30%**

Weighting: **30%**, **Group presentations are worth a maximum of 10%**. **Written marketing plans are worth a maximum of 20%**.

Students will be assigned into groups of five in the first lesson of Week 1. Once groups have been formed, each group will start planning the various components of the marketing plan, using the textbook example as a “template”.

Written Marketing Plan:

You are expected to conduct extensive research from various sources for your marketing plan. Accordingly, you must correctly reference all external sources (e.g., secondary data, business press, academic articles, etc.), in the References section of your marketing plan. You must use Ulrich's which is available through the MQ library database to check if the journal is peer-reviewed or not.

The deadline for submission of the marketing plan essay is Friday of Week 5 10pm. This assessment must be submitted through Turnitin via iLearn.

Presentations:

Presentations will be held in Lesson 1 of Week 6.

If you are unable to present and do NOT have an approved Disruption to Studies, you will receive zero.

On successful completion you will be able to:

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- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise

marketing's role in business and in society.

- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Final Examination

Due: **MUIC Final examination period**

Weighting: **40%**

A 2-hour final examination for this unit will be held during the MUIC final examination period. You are expected to present yourself for examination at the time and place designated in the MUIC Examination Timetable.

Final exams and final assessments will typically take place in Week 6 or Monday of Week 7. All students enrolled in a teaching session are expected to ensure they are available up until and including Monday of Week 7 to undertake examinations.

On successful completion you will be able to:

- Develop an informed understanding of marketing theory and practice.
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- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Delivery and Resources

DELIVERY & RESOURCES

Scheduled Class Time & Timetables

Weekly face to face contact for this unit will be 6 hours consisting of 2 x 3 hour lessons (36 hours per term).

Students will be able to enrol in their classes and view their personal timetable via [eStudent](#) and may also view general timetable information via Macquarie University's [Timetable page](#).

If any scheduled class falls on a public holiday a make-up lesson may be scheduled. Where appropriate, the instructor may instead organise an online make-up lesson which would require students to access online learning materials and/or complete activities outside of class rather than attending a make-up lesson. Scheduled make-up days will be announced in class and attendance will be taken for both for face to face and online make-up lessons.

Attendance Requirements - All students

All students are required to attend at least 80% of scheduled class time to pass this unit.

Attendance will be monitored in each lesson and students will be able to see their attendance records for a unit via iLearn.

Where a student is present for a part of a lesson (for example arrives late, leaves early, leaves the class frequently or for lengthy periods, engages in inappropriate or unrelated activities or does not participate actively in the majority of the lesson) the teacher reserves the right to mark a student absent for that part of the lesson.

Because of the intensive nature of this program, students should be aware that their attendance in this unit may fall below 80% relatively quickly.

In cases of unavoidable non-attendance due to illness or circumstances beyond control, students should lodge a [Disruption to Studies](#) Notification via ask.mq.edu.au within 5 working days and supply relevant supporting documentation, even if they have not missed a formal assessment task. This will ensure that that appropriate records of unavoidable absences can be made.

For further information on attendance, please refer to the [Attendance and Study Load Policy](#).

iLearn

[iLearn](#) is Macquarie's online learning management system and a principal resource which will be used throughout the term. Students should access iLearn at least 3 times per week as it will contain important information including:

- Announcements - Teaching staff will communicate to the class using iLearn announcements.
- A link to the unit guide for the unit and staff contact details
- Lecture notes and recordings where available
- Learning and teaching activities and resources
- Assessment information
- Tutorial questions and solutions
- Assessment submission tools such as Turnitin
- Other relevant material

For any technical or support issues using iLearn, please contact the IT helpdesk (Ph. 02 9850 4357) or lodge a ticket using [OneHelp](#).

Required and Recommended Texts and 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/>

Available at the Co-Op Bookshop: ISBN: 9780730318460 / Marketing 3E + iStudy v3 + Communication Skills Handbook 4E

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

Useful Resources:

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

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.

Unit Schedule

Week/ Lesson	Topic/Content Covered	Required Reading	Assessment Tasks
1.1	Introduction	Chapter 1	
1.2	Marketing Environment and Market Analysis	Chapter 2	

2.1	Market Research	Chapter 3	MRT 1
2.2	Consumer Behaviour	Chapter 4	Online Quiz 1 (Ch1 & 2)
3.1	Business Buying Behaviour	Chapter 5	MRT 2
3.2	Segmentation, Targeting and Positioning	Chapter 6	Online Quiz 2 (Ch3 & 4)
4.1	Product	Chapter 7	MRT 3
4.2	Price	Chapter 8	Online Quiz 3 (Ch5 & 6)
5.1	Promotion	Chapter 9	MRT 4
5.2	Distribution / Services Marketing	Chapter 10 & 11	Online Quiz 4 (Ch7 & 8)
6	Marketing Plan Presentations and Revision		Marketing Plan Presentations
FINAL EXAM	Final exams and final assessments will typically take place in Week 6 or Monday of Week 7. All students enrolled in a teaching session are expected to ensure they are available up until and including Monday of Week 7 to undertake examinations.		Final Exam (40%)

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

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Final Examination Script Viewings and Grade Appeals

A student who has been awarded a final grade for a unit has the right to appeal that grade as outlined in the [Grade Appeal Policy](#). Grade appeals apply to the final Standardised Numerical Grade (SNG) a student receives for a unit of study. They do not apply to results received for individual assessment tasks.

A student is expected to seek feedback on individual assessment tasks prior to the award of a final grade. In particular, a student is expected to view their final examination paper in advance

of submitting a grade appeal, if this is relevant to their case. To request a final examination script viewing, please lodge a ticket via ask.mq.edu.au. Script viewings must be lodged between results release date of the relevant teaching Term (00.01 am Friday Week 7) and midnight Tuesday Week 1 of the subsequent teaching Term (5 day period). Requests outside this window will not be considered.

Grade appeals must be submitted via ask.mq.edu.au within 20 working days from the published result date for the relevant unit. Before submitting a Grade Appeal, please ensure that you read the [Grade Appeal Policy](#) and note valid grounds for appeals.

Students also have the right to request generic feedback from the teaching staff on their overall performance in the unit, including in a final examination. This can be done at any time in the six month period starting from the day on which the final grade of the relevant unit is published.

Course Progression

The College closely monitors Foundation students' academic progress as per the [Progression Policy](#) for Programs delivered by Macquarie University International College.

To maintain Satisfactory Academic Progress, a student must successfully complete 50% or more of their enrolled units in a study Term. To successfully complete a unit, students must meet the requirements to pass as listed in the unit guide, obtain a passing grade **and** fulfil attendance requirements.

Students who fail to make Satisfactory Academic Progress will be classified as "at risk" and will be notified in writing. At-risk student may be required to undergo academic counselling, undertake certain initiatives or have conditions placed upon their enrolment to help them make satisfactory progress.

Students must also pass 50% or more of the units in 2 or more terms in order to meet Minimum Rate of Progress (MRP) requirements. A student is deemed not to be making Minimum Rate of Progress if they fail more than 50% of their enrolled units in two consecutive Terms of study, or if they have failed more than 50% of their subjects after studying two or more terms.

Any domestic student who has been identified as not meeting Minimum Rate of Progress requirements will be issued with an Intention to Exclude letter and may subsequently be excluded from the program.

Any international student who has been identified as not meeting MRP will be issued with an Intention to Report letter and may subsequently be reported to the Department of Immigration and Border Protection (DIBP) for not meeting visa requirement and be subject to exclusion from the program. International students must comply with the [MUIC Progress Policy](#) in order to meet the conditions of their visa.

Student Support

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

Learning Skills

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

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

Student Services and Support

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

Student Enquiries

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

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally

and socially.

This graduate capability is supported by:

Learning outcome

- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Online Quizzes
- Mini Research Topic (MRT)
- Marketing Plan & Presentation
- 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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Online Quizzes
- Mini Research Topic (MRT)
- Marketing Plan & Presentation
- 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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.

Assessment tasks

- Online Quizzes
- Mini Research Topic (MRT)
- Marketing Plan & Presentation
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms

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

This graduate capability is supported by:

Learning outcomes

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy, and recognise marketing's role in business and in society.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Online Quizzes
- Mini Research Topic (MRT)
- Marketing Plan & Presentation
- Final Examination

Consultation Hours

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

Please remember that your teacher is the first person you should contact 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. Assessment Discussion
4. Class 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>

Global Context and Sustainability

Global Context and Sustainability

This unit teaches marketing principles that can be applied in a global context. Sustainability issues are included in the Corporate Social Responsibility component of this unit.

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)*