



MKTG101

Marketing Fundamentals

S1 Evening 2017

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Associate Professor Chris Baumann

chris.baumann@mq.edu.au

Contact via Email

Room: 634, Building: E4A 4 Eastern Road, North Ryde

Thursdays, 3.15-5.15pm

Rebecca Young

rebecca.young@mq.edu.au

Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit covers the basic principles of marketing. It explores the role of marketing in business and society and the proposition that marketing is based on an understanding of consumer value. The unit examines the development of marketing as a practice and discipline. The unit covers the overall process of marketing planning, implementation and control and how information on consumer needs is attained. It then looks at the building blocks and tools that the marketer uses to satisfy those needs - the marketing mix.

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:

Explain and analyse key marketing objectives and strategies.

Review the external factors influencing an organisation's marketing strategies.

Understand critical thinking as the selection, collection, analysis, interpretation, reasoning and evaluation of key steps in a marketing plan/portfolio.

Identify elements of marketing planning and the marketing portfolio and deconstruct

them to marketing theory and practice

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>On-line Quiz</u>	20%	No	Week 7
<u>Assignment Marketing Portfolio</u>	30%	No	Monday Week 9 at 9am
<u>Class Participation/Reflection</u>	10%	No	Week 12
<u>Final Examination</u>	40%	No	Examination period

On-line Quiz

Due: **Week 7**

Weighting: **20%**

This on-line assessment will be taken in Week 7. The quiz will cover topics studied in weeks 1 to 6 inclusive.

Penalties: No extensions will be granted. Students who do not undertake the quiz during the assigned period will be awarded a mark of 0 for the task. Students who have an approved Disruption to Studies application will be granted consideration.

On successful completion you will be able to:

- Identify elements of marketing planning and the marketing portfolio and deconstruct them to marketing theory and practice

Assignment Marketing Portfolio

Due: **Monday Week 9 at 9am**

Weighting: **30%**

You are required to collect a portfolio of evidence from the world around you that represents marketing objectives, strategies and tactics. You must seek current information (i.e. 2016 and 2017) and examples from contemporary sources such as newspapers, magazines, websites and social media (e.g. consumer blogs, YouTube).

The evidence you submit must relate to the following six topics:

1. Market Research and its use in a marketing plan
2. Who are the competition for your favourite product?
3. PESTL and how this affects the introduction of a new product or service
4. SWOT Analysis and its use in the marketing plan

5. Segmentation, targeting and positioning in marketing: Current trends in an industry of your choice.
6. New product/services launches or brand management: A success and a failure

You must write a 300 word critique for each of the 6 topics given (total 1,800 words). The critique should consider how each piece of evidence you have collected:

- demonstrates your understanding of marketing theory and practice.
- considers the internal and external factors influencing an organisation's marketing strategies.
- explains and analyses marketing objectives and strategies.

For each of the six examples listed above, students need to show how they fit theoretical frameworks or models presented in the textbook. This means that you will specify the exact theory/framework/model that is being applied from the textbook, listing the heading from the book and the page number where the theory/framework/model is found.

Penalties: No extensions will be granted. Students who have an approved Disruption to Studies application will be granted consideration.

Please ensure you submit your soft copy to the correct Turnitin link before 9 am, Monday Week 9.

- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% (or 6 marks) per day. For example, assignments received from 9.01am Monday but before 9am Tuesday will lose 20% (or 6 marks) of their total assignment mark. Those received from 9.01am Tuesday but before 9am Wednesday will lose 40% (or 12 marks) of their total assignment mark.
- You should not exceed the 1,800 word limit (this limit does not include tables, figure, the reference list, title page and any appendices). Exceeding the limit by an appreciable amount (i.e. > 10%) may lead to a deduction of 2 marks.

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Class Participation/Reflection

Due: **Week 12**

Weighting: **10%**

Your participation in the unit will be evaluated by your tutor. Participation will be assessed **throughout the semester**.

Participation will be assessed predominantly by a student reflection/summary in week 12 using a standardised form submitted via Turnitin (to be submitted by 5pm Friday of week 12) with the final mark allocated to be moderated by the respective tutor.

The tutor will factor in the following criteria:

- Student engagement in discussions facilitated by the tutor
- Student contributions made to the class discussions

Students will reflect on their individual participation and contribution throughout the semester. They will complete a written self-reflection. Final participation evaluation rests with the tutor.

Penalties: No extensions will be granted. Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% (or 2 marks) per day. Students who have an approved Disruption to Studies application will be granted consideration.

On successful completion you will be able to:

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Final Examination

Due: **Examination period**

Weighting: **40%**

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

- The product belongs to the student and
- The student has attained the knowledge and skills tested in the exam.

A two hour, "closed book" final examination for this unit will be held during the University Examination period. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable

On successful completion you will be able to:

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Delivery and Resources

Classes

This unit in Semester 1 is taught in normal mode over 13 weeks. There is a 2 hour lecture each week plus 13 one-hour tutorials held every week. Please note that tutorials will be held in week 1 for this unit. Lecture notes will be available on iLearn a week before the lecture. Please note that they are only a summary of the 2 hour lecture usually in bullet point format. The lecture delivered by the Unit Convenor will also be recorded on Echo360.

The timetable for classes can be found on the University web site

at: <http://www.timetables.mq.edu.au/> The maximum size for each tutorial is 30 students. Once allocated to a class a student **will not** be able to change unless there are places in another class or someone in the other class is willing to swap. In this event, the onus is on students to agree and arrange the swap.

Unit Structure

This unit will be conducted in a weekly two hour lecture and weekly one hour tutorial format.

Tutorial Sessions

Tutorials/Group sessions in this course are conducted each week commencing in Teaching Week 1. Class sizes are limited.

You must sign on for your preferred session electronically. Once you are included in a tutorial, you **MUST** only attend that tutorial each week. Changes will not be permitted after the end of Week 2.

Changes must be formalised via the E-Student enrolment site. Attendance will be taken in class each week.

Required Textbook

The textbook to accompany this unit is: Elliott, G., Rundle-Thiele, S. and Waller, D. (2014), "Marketing" 3rd Ed, John Wiley and Sons Ltd, Australia ISBN: 978 1 118: 624173

You can buy this book from the Co-Op Bookshop on campus, either stand alone or bundled. Bundling options provide additional resources to help in your university work. Both hard copy and e-book are acceptable for this unit. The link for e-book and bundling are available through Wiley

direct: <http://www.wileydirect.com.au/macquarie-uni-marketing-3rd-edition/>

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

Writing Skills

Recommended resources:

Burton, L. 2010. *An Interactive Approach to Writing Essays and Research Reports in Psychology*, John Wiley & Sons, Australia

McMillan, K. & Weyers, J. 2013. *How to Write for University: Academic Writing for Success*, Pearson Education, United Kingdom.

Summers, J. & Smith, B. 2014. *Communication Skills Handbook* (4th Ed). John Wiley and Sons, Milton.

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. The lecture in this unit will be recorded using iLearn.

Requirements to Pass the Course Satisfactorily

In order to complete this course satisfactorily you must achieve a total mark of at least 50 out of 100.

Unit Schedule

Week Lecture Schedule

Tutorial Schedule and Tasks

1	Introduction	READ: Chapter 1 Tutorial <ul style="list-style-type: none">• Icebreaker
2	Marketing Environment and Market Analysis	READ: Chapter 2 Tutorial <ul style="list-style-type: none">• Introduction to course, course structure, assessments, study approach and tutor expectations

3	Market Research	<p>READ: Chapter 3</p> <p>Tutorial</p> <ul style="list-style-type: none"> Examples and uses of PESTL and SWOT analysis
4	Consumer Behaviour	<p>READ: Chapter 4</p> <p>Tutorial</p> <ul style="list-style-type: none"> How is Market Research Done?
5	Business Buying Behaviour	<p>READ: Chapter 5</p> <p>Tutorial</p> <ul style="list-style-type: none"> Understanding Consumer Behaviour
6	Segmentation, Targeting and Positioning	<p>READ: Chapter 6</p> <p>Tutorial</p> <ul style="list-style-type: none"> How Segmentation, Targeting and Positioning is Done
7	Product & Branding	<p>READ: Chapter 7</p> <p>Tutorial</p> <ul style="list-style-type: none"> NO TUTORIALS (Public holiday Good Friday Friday 14th April) <p>On-line Quiz</p>
	<i>MID-SESSION BREAK</i>	<p>Task: Recharge your batteries & review critical MKTG101 material</p>
8	Price	<p>READ: Chapter 8</p> <p>Tutorial</p> <p>Product and Branding: Key Decisions</p>
9	Promotion	<p>READ: Chapter 9</p> <p>Tutorial</p> <ul style="list-style-type: none"> How Much Would you Pay? <p>Assignment: Marketing Portfolio is due 9am Monday via Turnitin</p>
10	Distribution	<p>READ: Chapter 10</p> <p>Tutorial</p> <ul style="list-style-type: none"> Love That Ad!
11	Services Marketing	<p>READ: Chapter 11</p> <p>Tutorial</p> <ul style="list-style-type: none"> Available at your Local Store....

12	Marketing Planning, Implementation, and Evaluation	READ: Chapter 15 Tutorial <ul style="list-style-type: none"> What is Service Quality?
13	Course Review & Examination Preparation Tips	Review of Course and Final Exam preparation Tutorial <ul style="list-style-type: none"> Bringing It All Together - The Final Run

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_2016.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 (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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.

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

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

- Explain and analyse key marketing objectives and strategies.
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Assessment tasks

- On-line Quiz

- Assignment Marketing Portfolio
- Class Participation/Reflection
- 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

- Explain and analyse key marketing objectives and strategies.
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Assessment tasks

- Assignment Marketing Portfolio
- Class Participation/Reflection
- 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

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- Review the external factors influencing an organisation's marketing strategies.
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- Identify elements of marketing planning and the marketing portfolio and deconstruct

them to marketing theory and practice

Assessment tasks

- Assignment Marketing Portfolio
- 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

- Explain and analyse key marketing objectives and strategies.
- Review the external factors influencing an organisation's marketing strategies.
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- Identify elements of marketing planning and the marketing portfolio and deconstruct them to marketing theory and practice

Assessment tasks

- Assignment Marketing Portfolio
- Class Participation/Reflection
- Final Examination

Changes from Previous Offering

Weekly on line quizzes have been replaced with one multiple choice quiz that is compulsory in week 7.

Tutorials will operate for 13 weeks, starting in week 1.

Tutorial Case Studies have been replaced with tutorial activities and discussion topics weekly.

The Group Marketing Plan project and presentation is removed and replaced with an individual Assignment Marketing Portfolio as an individual assessment.

Consultation Hours

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

Please remember that your Tutor is your first port of call for all queries relating to the course

content and that you should contact them directly via email.

If your query relates to administration please post your question on the iLearn forum under the “Administrative discussion” forum.

There are other specific discussion forums on the iLearn site that you may use to seek assistance from your teachers and the teaching assistant staff of this unit. There are three forums for discussion in which you may post questions. These include:

1. General Administration Discussion
2. Assessment Discussion
3. Tutorial 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>

The lecture in this unit will be recorded using iLearn.

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. We recommend the following:

- Marketing Magazine
- CMO
- B&T Magazine
- Australasian Journal of Marketing
- Harvard Business Review
- Journal of Strategic Marketing
- 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 familiarise yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:

- Ebscohost
- Business Source Premier
- ABS Statistics
- ABS Census of Population and Housing
- Factiva
- IBISWorld
- Marketplace Advantage
- BMI Research
- Passport (Euromonitor)
- Google Scholar (only when logged in via the Macquarie University website)