



MKTG101

Marketing Fundamentals

S3 Day 2017

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Kay Naumann

kay.naumann@mq.edu.au

Contact via Email

Please email for all consultation inquiries

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

General Assessment Information

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>On-line Quiz</u>	15%	No	Week 3 Wednesday 20th December
<u>Assignment Marketing Portfolio</u>	35%	No	Week 4 Monday 8th Jan at 9am
<u>Final Examination</u>	50%	No	Examination period

On-line Quiz

Due: **Week 3 Wednesday 20th December**

Weighting: **15%**

The quiz will cover topics studied in the first 6 lectures inclusive. Corresponding Textbook Chapters are: 1, 2, 14, 3, 4 & 6.

This online assessment will be accessible during your registered tutorial class time only for Week 3. You must attend the tutorial class in which you are registered. You cannot attend an alternative tutorial class as you will not have access to the quiz. The online quiz is a closed book test (no textbook or notes permitted) and will operate under exam conditions.

Please bring your own electronic device in which to complete the quiz online during the class.

The quiz can be completed with a laptop, tablet or a smartphone.

Penalties: No extensions will be granted. Students who do not undertake the quiz during the assigned period will be awarded a mark of zero for the task. The quiz cannot be completed outside of your registered tutorial class for Week 3. If you are absent from your tutorial in Week 3, you will be given a mark of zero for the quiz. Students who have an approved Disruption to Studies application will be granted consideration.

Please refer to the Assessment Guidelines on iLearn for more information

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: **Week 4 Monday 8th Jan at 9am**

Weighting: **35%**

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, 2017, 2018) and examples from contemporary sources such as newspapers, magazines, websites,

journal articles and social media (e.g. consumer blogs, YouTube). You must use at least ONE academic journal article per section, totaling at least 6 different journal articles across the entire portfolio. The journal articles can be from any year.

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

1. Market Research and its use in a marketing plan
2. PESTEL and how this affects the introduction of a new product or service
3. SWOT Analysis and its use in the marketing mix
4. Segmentation, targeting and positioning in marketing: Current trends in an industry of your choice.
5. Product and Branding: Apply the Total Product Concept (core, expected, augmented and potential product layers) to a good/service of your choice.
6. Marketing and Society, Marketing Ethics: Sourcing a problem with marketing ethics and apply an ethical marketing approach.

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 8th January in Week 4.

- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% (or 7 marks) per 24 hour period of lateness. For example, assignments received from 9.01am Monday but before 9am Tuesday will lose 20% (or 7 marks) of their total assignment mark. Those received from 9.01am Tuesday but before 9am Wednesday will lose 40% (or 14 marks) of their total assignment mark. It is the student's responsibility to ensure that the marketing portfolio assignment has been successfully submitted to Turnitin on time, with satisfactory results from the Turnitin originality assessment.
- 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.

- Failure to include at least 6 journal articles will result in a 20% deduction (7 marks)

Please see the Assessment Guidelines on iLearn for further information.

On successful completion you will be able to:

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Final Examination

Due: **Examination period**

Weighting: **50%**

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 three hour, "closed book" final examination for this unit will be held during the University Examination period. The exam will consist of 4 short essay style questions. 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 3 is taught in intensive mode over 5 weeks. There is a 2 hour lecture from 10am-12pm every Monday, Wednesday and Friday, plus 3, one-hour tutorials held following the

lectures on Monday, Wednesday and Friday. The tutorials will commence from Wednesday December 6th, totaling 13 lectures and 12 tutorials over the 5 weeks. The mid-semester break will be from the 21st of December until the 7th of January inclusive. Lecture notes will be available on iLearn one day before the lectures. 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 three, two-hour lectures per week held from 10am-12pm on Mondays, Wednesday and Fridays. There will also be three, one-hour tutorial classes held following the lectures.

Tutorial Sessions

Tutorials/Group sessions in this course are conducted 3 times a week commencing on the Wednesday of Teaching Week 1. Class sizes are limited.

You must enroll in 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 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

Unit Schedule

Week/Day	Lecture Schedule	Tutorial Schedule and Task
Week 1, Monday Dec 4 th	Lecture 1: Introduction	READ: Chapter 1 No Tutorial
Week 1, Wednesday, Dec 6 th	Lecture 2: Marketing Environment and Market Analysis	READ: Chapter 2 Tutorial <ul style="list-style-type: none">• Icebreakers• Discussion on Referencing & Turn-it-in• Portfolio in-depth• <i>What is marketing?</i>

Week 1, Friday, Dec 8th	Lecture 3: Marketing and Society	<p>READ:</p> <ul style="list-style-type: none"> • Chapter 1 (Ethics, Corporate Social Responsibility and Sustainable Marketing: pp 15-23) • Chapter 14 <p>Tutorial: Marketing Environment</p> <ul style="list-style-type: none"> • Analysis: Examples and uses of PESTEL and SWOT analysis
Week 2, Monday, Dec 11th	Lecture 4: Market Research	<p>READ: Chapter 3</p> <p>Tutorial: Marketing & Society</p> <ul style="list-style-type: none"> • Marketing and Society Activities • Mindful consumption, materialism & vulnerable consumer groups
Week 2, Wednesday, Dec 13th	Lecture 5: Consumer Behaviour	<p>READ: Chapter 4</p> <p>Tutorial: Market Research</p> <ul style="list-style-type: none"> • How is Market Research Done? • Eye tracking • Big data
Week 2, Friday Dec 15th	Lecture 6: Segmentation, Targeting and Positioning	<p>READ: Chapter 6</p> <p>Tutorial: Consumer Behaviour: Understanding Consumer Behaviour</p> <ul style="list-style-type: none"> • Decision making process & reference groups • Subcultures
Week 3, Monday, Dec 18th	Lecture 7: Product & Branding	<p>READ: Chapter 7</p> <p>Tutorial: Segmentation, Targeting and Position</p> <ul style="list-style-type: none"> • STP framework • Segmentation Profile
Week 3 Wednesday, Dec 20th	Lecture 8: Price	<p>Read Chapter 8</p> <p>MID-TERM ONLINE QUIZ TO BE DONE IN TUTORIALS</p>
Break		
Week 4, Monday, 8th Jan	Lecture 9: Promotion	<p>Read Chapter 9</p> <p>Portfolio Due 9am Monday 8th January via Turn-it-in.</p> <p>Tutorial: Tutorial: Product & Branding</p> <ul style="list-style-type: none"> • Product layers, life cycle & innovation • Worst product Fails Video & Group activity

Week 4, Wednesday 10 th Jan	Lecture 10: Place (Distribution)	Read Chapter 10 Tutorial: Price <ul style="list-style-type: none"> Elasticity of demand activity <i>How much would you pay?</i>
Week 4, Friday, 12th Jan	Lecture 11: Services Marketing	Read Chapter 11 Tutorial: Promotion <ul style="list-style-type: none"> IMC <i>Love that Ad</i>
Week 5, Monday 15th Jan	Lecture 12: Marketing Planning, Implementation & Evaluation	Read Chapter 15 Tutorial: Place & Services Marketing combined <ul style="list-style-type: none"> Servicescape
Week 5, Wednesday 17 th Jan	Lecture 13: Course Recap Revision & Exam Tips	Tutorial: Exam Prep Revision

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.
- 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

- On-line Quiz
- Assignment Marketing Portfolio
- 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.
- 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

- Assignment Marketing Portfolio
- 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

- 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

- 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.
- 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

- Assignment Marketing Portfolio
- Final Examination

Changes from Previous Offering

The weighting of the Online quiz is now 15 % (prior weighting was 20%) and the weighting of the Portfolio is now 35% (prior weighting was 30%).

Only Harvard Referencing will be permitted for the Marketing Portfolio

The use of 'personal experience' has been removed from list of acceptable sources for the Marketing Portfolio. Students must now also incorporate at least one academic journal article into each of the six sections of the portfolio.

Consultation Hours

Teaching staff are there to assist you. 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.

Email Etiquette

Email Etiquette:

Your tutors and lecturers receive a very large number of emails each day. Before sending an email, you must check whether the answer to your inquiry is already contained within the unit guide or the iLearn site for the unit. **The vast majority of emails from students to teaching staff relate to information that has already been provided.** If you send an email of this type *you will not receive a reply.*

Conditions of email:

- Please carefully read the unit guide and iLearn site before sending a query by email.
- Any emails sent by students must come from your Macquarie University email account. Emails from any other account will not be read and very often end up in the Spam/Junk box.
- Observe basic requirements of professional communication, consider what the communication is about:
- *Is your question addressed elsewhere (e.g. in the unit guide or on the unit iLearn site)?*

- *Is it something that is better discussed in person?* This may be the case if your query requires a lengthy response or a dialogue in order to address. If so, bring up your question during class (lectures or tutorials) or seek consultation during consultation times or schedule an appointment or see your tutor/lecturer.
- *Are you addressing your request to the most appropriate person?*- teaching staff do not deal with IT or student administration issues.
- Specific email title/ header to enable easy identification of the issue
- **Professional courtesy:**
- Address your teacher appropriately by name (and formal title if you do not yet know them).
- Use full words (avoid 'text-speak' abbreviations), correct grammar and correct spelling.
- Be respectful and courteous- never email about personal matters
- Academics will normally respond within 1-3 days. It is quite acceptable to send a reminder email if you have not received a respond as sometimes emails can get 'lost'.

A guide to eLearning 'Netiquette' is available at: https://www.mq.edu.au/iLearn/student_info/netiquette.htm

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)