



# MKTG696

## Introduction to Marketing Management

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 / Lecturer

Lay Peng Tan

[laypeng.tan@mq.edu.au](mailto:laypeng.tan@mq.edu.au)

Contact via iLearn / E-mail

E4A 453

Wednesday after class 3-4pm, or by appointment

Credit points

4

Prerequisites

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

Corequisites

Co-badged status

Unit description

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

## Important Academic Dates

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

## Learning Outcomes

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

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

Recognise the central importance of marketing in contributing to organisational health

and prosperity

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

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

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

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">A1 Marketing Plan</a>	30%	No	As scheduled
<a href="#">A2 Class Test</a>	10%	No	Week-8 (During Class)
<a href="#">A3 Simulation Game</a>	20%	No	As scheduled
<a href="#">A4 Final Examination</a>	40%	No	During the Exam Period

### A1 Marketing Plan

Due: **As scheduled**

Weighting: **30%**

### A1 Marketing Plan

This is a group assignment which will be assessed on both individual (15%) and group performance (15%).

In groups students will **write and present** a marketing plan for a new product/service to convince senior management to invest the necessary funds required to successfully implement the plan.

This assignment has two components: Two Progress Presentations (15%) and a Written Marketing Plan (15%).

Detailed assessment guide including submission details and marking criteria will be available on iLearn. Every group member must complete a peer evaluation for each member of the group indicating their level of contribution to the overall group work.

#### Progress Presentations (Total 15%)

All groups are expected to give a 10 mins presentation in **Week-7** and **Week-12**.

Powerpoint slides: **Prior** to the commencement of the presentations

- Electronic copy: upload to iLearn

- Print copy: submit a copy to your lecturer

**Written Marketing Plan (15%) Due: Week-13 (Specific day and time will be announced in class and via iLearn)**

All groups are required to submit the written plan in both **print and electronic copies (in Words)**. The electronic copy will be subjected to plagiarism check using Turnitin. The main body of the plan should be **no more than 15 pages** (single-sided, 12-point Times News Roman, 1.5 line-spaced, 2.54cm margin) , plus a one-page executive summary. This page limit *includes* any tables, diagrams and appendices but *excludes* reference list, cover page, Table of Contents.

**Please note:**

1. **Presentations:** No extension will be granted. Students who are absent or do not participate in the presentation will get 0% automatically.
2. **Written Plan:** No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.
3. Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

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## A2 Class Test

Due: **Week-8 (During Class)**

Weighting: **10%**

## A2 Class Test

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

No extensions will be granted. Students who do not attend the class test at the specified time will be awarded a mark of 0 for the task, except for cases in which an application for Disruption of Studies is made and approved.

On successful completion you will be able to:

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

## A3 Simulation Game

Due: **As scheduled**

Weighting: **20%**

### A3 Marketing Simulation Game

Students will participate in the computer-based marketing management and strategy simulation game- Practice Marketing. The game provides a challenging decision-making exercise in which complex marketing decisions must be made within a competitive marketing environment.

Students will be organised into syndicate teams and will manage their hypothetical firm in competition with other firms within their designated industry over the course of the game. The objective of this exercise is to place students into a realistic operating environment which requires the integration of complex marketing research, analysis, planning and decision-making. The assessment will be based on results, which is a function of several performance indicators such as net profit, revenue, return on marketing, product and customer satisfaction score. The decision rules of the game are detailed and extensive. Thus, it is essential that each firm makes continual reference to the players' manual.

Students will complete **Session A on individual basis (10%)**, and **Session B in syndicate teams (10%)**.

For the necessary computer processing to be completed in time, it will be essential that decisions be submitted online by the deadlines. Please refer to iLearn for **Decision Timetable**. No extensions will be granted. Students who have not submitted the decision prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for disruption of studies is made and approved. Results will be distributed on-line and discussed in class.

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## A4 Final Examination

Due: **During the Exam Period**

Weighting: **40%**

## A4 Final Examination

A final examination is included as an assessment task for this unit to provide assurance that: i) the product belongs to the student and ii) the student has attained the knowledge and skills tested in the exam.

A closed-book 3 hours final examination for this unit will be held during the University Examination period.

Students are expected to present themselves 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/>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances students may wish to consider submitting a disruption to studies notification. The University's policy on disruption to studies process is available at: [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

For information "How to submit a Disruption to Studies Notification?"

[http://students.mq.edu.au/student\\_admin/exams/disruption\\_to\\_studies/](http://students.mq.edu.au/student_admin/exams/disruption_to_studies/)

If a Supplementary Examination is granted as a result of disruption to studies, the examination will be scheduled after the conclusion of the official examination period.

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](http://www.mq.edu.au/policy/docs/examination_policy.htm)

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## Delivery and Resources

### TEACHING AND LEARNING STRATEGY

There is no major change since the last offering of this unit. The unit is delivered in seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions. Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of seminar sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week.

The lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis. The recording (video or audio) of lectures/seminars is not permitted.

### CLASSES

- There are 3 hours of face-to-face classes each week. These are run as a seminar and will consist of lectures and presentations.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- **To complete this unit satisfactorily**, students must attend at least 80% of the scheduled classes. Attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.

### INHERENT REQUIREMENT (i.e. COMPULSORY REQUIREMENT)

- To complete this unit, students must sit the final examination.

### TECHNOLOGY USED & REQUIRED

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

- Students will need access to a reliable Internet service to complete this unit.
- Use of a PC or laptop is required to complete tasks on iLearn and to access iLearn for course materials
- Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader.

## **REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

### **Required Text**

Elliott, G., Rundle-Thiele, S. and Waller, D. (2014), *Marketing* (Third Edition), Brisbane: John Wiley & Sons.

This text is also available as an e-book.

### **Additional recommended textbooks:**

Grewal, D., Levy, M. (2015), *Marketing* (Forth Edition), New York, McGraw-Hill Education.

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

- Passport (Euromonitor International)
- McKinsey and Company
- Forbes
- Wall Street Journal
- CNN Money
- Journal of Marketing
- Journal of Marketing Management
- Journals of Consumer Research
- Journal of Marketing Research
- Harvard Business Review
- European Journal of Marketing
- International Journal of Research in Marketing
- Business Horizons
- Journal of Brand Management
- Journal of Advertising Research
- Journal of Retailing
- Australasian Marketing Journal
- Australian Marketing Researcher



- International Marketing Review
- The Economist
- Business Review Weekly

## Unit Schedule

Weekly Schedule will be available on iLearn.

## Learning and Teaching Activities

### Seminar

A combination of lectures and class activities

### Workshop Activities

Students to work through exercises and activities during seminars

### Simulation Activities

Participation in the decision-making aspects re the development of a Market Place simulation game

### Personal Reading

Reading through journal articles, textbooks and online resources

## 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\\_2016.html](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](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](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/](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 Support

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

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

## Student Services and Support

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

## Student Enquiries

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

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing [info@city.mq.edu.au](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>

UNIWISE provides:

- Online learning resources and academic skills workshops [http://www.students.mq.edu.au/support/learning\\_skills/](http://www.students.mq.edu.au/support/learning_skills/)
- Personal assistance with your learning & study related questions

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.

### 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 outcomes**

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Recognise the central importance of marketing in contributing to organisational health and prosperity
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques for individuals and groups
- Gain experience in the managerial process of marketing through exposure to practical marketing activities

### **Assessment tasks**

- A1 Marketing Plan
- A2 Class Test
- A3 Simulation Game
- A4 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**

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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## **Assessment tasks**

- A1 Marketing Plan
- A3 Simulation Game
- A4 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**

- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques for individuals and groups
- Gain experience in the managerial process of marketing through exposure to practical marketing activities

## Assessment tasks

- A1 Marketing Plan
- A3 Simulation Game

## Changes from Previous Offering

There is no major change since the last offering of this unit.

## Research and Practice and Sustainability

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

The marketing plan and marketing simulation game are designed to allow you learn and demonstrate your understanding of current industry marketing practices. In addition, there will be regular classroom discussion of current marketing issues, as discussed in the business press, and how they relate to the course lecture material.

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn.

It will be assumed that you will have read the chapters assigned each week prior to attending lectures. The text covers some of the basic material and provides numerous examples. There will also be a small number of additional readings from other sources that will be provided to you via iLearn.