



MKTG1001

Marketing Fundamentals

Session 1, Special circumstances 2021

Department of Marketing

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Convenor

Michael Volkov

michael.volkov@mq.edu.au

Contact via Email

Room 161, MGSM 3 Management Drive

Via Zoom: Monday 1:00 pm - 2:00 pm and Thursday 10:00 am - 11:00 am, Weeks 1 - 13

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Marketing refers to the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. In today's competitive business environment, it is important for practitioners to understand the marketing process and the marketing related decisions that organizations must take to satisfy the needs and wants of customers, and create value for stakeholders. This unit covers the principles of marketing. Students learn the role of marketing in business and society, and how marketing is based on an understanding of consumer value. Students gain knowledge of core marketing principles including scoping and analyzing the marketing environment, marketing research, consumer behaviour, and managing the marketing mix to influence consumers. Students learn how to apply core marketing principles to do marketing effectively and sustainably.

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:

ULO1: Evaluate marketing concepts and critique their application within real-world scenarios

ULO2: Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments

ULO3: Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Quiz	10%	No	Week 2 to Week 11
Online activities	20%	No	Week 2 to Week 11
Individual Written Report 1	30%	No	Week 5
Individual written report 2	40%	No	Week 13

Quiz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 2 hours

Due: **Week 2 to Week 11**

Weighting: **10%**

10 timed online quizzes of 10 questions each to be completed before classes, 1 mark each week

On successful completion you will be able to:

- Evaluate marketing concepts and critique their application within real-world scenarios
- Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments
- Demonstrate critical judgement to evaluate marketing strategies in different

environments and contexts

Online activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 12 hours

Due: **Week 2 to Week 11**

Weighting: **20%**

Various practice-based tasks are to be completed within students' official weekly workshops, 2 marks each week

On successful completion you will be able to:

- Evaluate marketing concepts and critique their application within real-world scenarios
- Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments
- Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

Individual Written Report 1

Assessment Type ¹: Report

Indicative Time on Task ²: 10 hours

Due: **Week 5**

Weighting: **30%**

As a Marketing Consultant to a real-world organisation, you are required to present a 1,500-word report to your client.

On successful completion you will be able to:

- Evaluate marketing concepts and critique their application within real-world scenarios
- Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments

Individual written report 2

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **40%**

Continuing as a Marketing Consultant to your client, you are required to present an individual 2,000-word report to your client.

On successful completion you will be able to:

- Evaluate marketing concepts and critique their application within real-world scenarios
- Evaluate market information to develop segmentation, targeting and positioning strategies within culturally diverse environments
- Demonstrate critical judgement to evaluate marketing strategies in different environments and contexts

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Your learning experiences in this Unit - and your expected commitment

To be successful in this unit, you must:

- Read all materials in preparation for your lectures and workshops, and follow up each with further, self-directed and self-managed study and research on the topic;
- Start your assessment tasks well ahead of the due date;
- Read or listen to all feedback carefully, and use it in your future work;
- Attend and engage in all blended learning experiences as follows:
 - **Timetabled:** 1 x 1 hour lecture (pre-recorded and housed on iLearn) + 1 x 1 hour workshop per week (you must officially enrol in and attend 1 x online or on-campus workshop each week)
 - **Not timetabled:** 1 hour of directed learning each week (you will be directed and guided by the teaching team on iLearn, in lectures and/or workshops to learning activities that you will have to self-manage and complete outside of classes each

week)

ALL STUDENTS NEED TO NOTE that we use an activity-based teaching and learning approach in this unit. What this means is that you will need to engage and participate fully in the lectures and workshops which will be based around activities you will be doing. To be an effective and enjoyable learning experience you **MUST PREPARE AND COMPLETE** all readings and tasks before and during lectures and workshops.

Students who aim to pass this unit should be investing at least ten hours of independent study each week (as a minimum). Those who do less will receive limited value from the unit and, most importantly, are more likely to achieve a fail grade in the unit. Separate discussion forums are used for each of the key topic areas, individual assessment items, and the final exam. Therefore, regular, dependable Internet access is mandatory for this unit with all students expected to regularly engage with, and contribute to, the unit iLearn site.

The written assessment is to be individually completed and submitted online via the unit iLearn site. All work submitted must be your own and be appropriately referenced throughout using the Harvard style of referencing. Specific details and instructions related to the assessment in this unit are provided online via the MKTG1001 Marketing Fundamentals unit iLearn site.

Resource	Description
Lecture	Lecture material will be pre-recorded and available each week of the teaching semester. They are designed to be an interactive experience where you will need to contribute to the learning experience and will be required to complete activities to aid your learning. The recordings are also a valuable tool for revision purposes. ALL STUDENTS NEED TO NOTE that we use an activity-based teaching and learning approach in this unit. What this means is that you will need to participate fully in the lectures which will signpost the important content areas you need to address in this unit. To be an effective and enjoyable learning experience you MUST PREPARE AND COMPLETE all readings and tasks before lectures.
Workshop	Activity-based workshops will be held each week of the teaching semester. They are designed around individual and group activities to be an interactive experience. You MUST attend only the workshop you are officially enrolled in. ALL STUDENTS NEED TO NOTE that we use an activity-based teaching and learning approach in this unit. What this means is that you will need to participate fully in the workshops which will be based around activities you will be doing. To be an effective and enjoyable learning experience you MUST PREPARE AND COMPLETE all readings and tasks before attending and during your workshop.
iLearn site	This provides a topic-by-topic introduction and list of resources. The MKTG1001 iLearn site presents information about the weekly topic, the required readings, lecture and workshop material including recordings, links to assessment guidelines and FAQs, etc. It is your one-stop-shop for materials and information. This should be seen as a tool with which to navigate the weekly topics, learning objectives, prescribed textbook, lecture and workshop learning activities and assessment materials.
Discussion forums	These are designated areas for you to discuss topics, concepts, current issues, and anything to do with the Unit or assessment with fellow students and the teaching team.
FAQs	These are available for the Unit, Assessment 1, Assessment 2, and Assessment 3. If you have any questions please read these Frequently Asked and Answered Questions (FAQs) first. These are living documents which will be updated regularly throughout the trimester so keep on checking for new information. The FAQs are designed to make answers to your questions much easier to find, to improve communication, to eradicate any miscommunication, and also so the teaching team does not have to answer the same questions over and over again.

Essential learning resources

You will require online access. Specifications for online access, use, communication and standards are listed in Macquarie University policies and procedures.

Prescribed textbook(s) and other resources which you must acquire or to which you must have access:

Armstrong G, Denize S, Volkov M, Adam S, Kotler P, Ang S W, Love A, Doherty S and van Esch P, 2020, *Principles of Marketing*, 8th edition, Pearson Australia, Melbourne, Australia.

Recommended learning resources:

The Macquarie University Library MultiSearch provides students with access to software that you may need or find useful for your study at Macquarie.

The Macquarie University Library contains a wealth of information that will assist you in this unit, particularly the electronic databases which include academic peer-reviewed journals such as:

- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- European Journal of Marketing
- Journal of Retailing
- Journal of Service Research
- Journal of Advertising
- Journal of Marketing Management
- Journal of Consumer Psychology

Unit Schedule

Please refer to iLearn

ALL STUDENTS NEED TO NOTE that workshops commence week 1 and you can only attend the workshop that you are officially registered for and enrolled in.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)

- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@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.

Changes from Previous Offering

- Revision of assessment tasks including addition of preparatory quizzes to be completed before class, practice-based in-class weekly tasks, and the removal of examination
- Increased development of a blended learning approach in the unit, which combines online learning materials and opportunities with traditional place-based methods. This student-centered approach enables students to have greater control over the time, place and pace of their learning