



MKTG1001

Marketing Fundamentals

Session 1, In person/Online-scheduled-weekday, North Ryde 2022

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Michael Volkov

michael.volkov@mq.edu.au

Contact via Email: michael.volkov@mq.edu.au

Room 161, MGSM 3 Management Drive

Tuesday 12:30pm - 1:30pm via Zoom (see iLearn for details), 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 submissions of assessments: Unless a [Special Consideration](#) request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration: To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a [Special Consideration](#) application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
Quiz	10%	No	Prior to the respective week's topic, weeks 3 - 12
Practice-based activities	20%	No	In officially enrolled weekly Workshop, weeks 4 - 13

Name	Weighting	Hurdle	Due
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: **Prior to the respective week's topic, weeks 3 - 12**

Weighting: **10%**

10 timed online quizzes of 10 questions each to be completed prior to the weekly topic as preparation, 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

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 12 hours

Due: **In officially enrolled weekly Workshop, weeks 4 - 13**

Weighting: **20%**

In your officially enrolled weekly Workshop you will work collaboratively with your peers to undertake authentic, practice-based activities aligned with professional marketing practice

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 workshops, and **follow up** each with further study and research on the topic;
- **Start** your assessment tasks **well ahead** of the due date;
- **Read and listen** to all feedback carefully, and **use it** in your future work;
- **Attend and engage** in all timetabled learning experiences as follows:
 - *Timetabled*: 1 x 1 hour lecture (pre-recorded and housed on iLearn) + 1 x 1.5 hour workshop per week (you must officially enrol in and attend 1 x online or on-campus workshop each week)
 - *Not timetabled*: 1/2 hour of directed learning each week (you will be directed and guided by the teaching team on iLearn or in 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 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, activities and tasks before your workshops.

Lectures: Lecture material is 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.

Workshops: Activity-based workshops will be held each week of the teaching semester and start in Week 1. They are designed around individual and group activities to be an interactive experience. You **MUST** attend only the workshop you are officially enrolled in.

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.

Students who aim to pass this unit should be investing **at least ten (10) 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 and individual assessment tasks. 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.

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.

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

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 Strategic Marketing
- Journal of Retailing
- Journal of Service Research
- Journal of Advertising
- Journal of Marketing Management
- Journal of Consumer Psychology

Unit Schedule

Week	Topic	Readings (Prescribed text)	Assessment Due
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1	Marketing and its role in society	Chapter 1	
2	Segmentation and targeting	Chapter 6	
3	Differentiation and positioning	Chapter 6	Quiz
4	Consumer behaviour	Chapter 5	Quiz and Practice-based activities
5	Planning	Chapters 2 and 3	Quiz and Practice-based activities and Individual written report 1
6	Product	Chapters 7 and 8	Quiz and Practice-based activities
7	Promotion: Advertising and PR	Chapter 11	Quiz and Practice-based activities
MQ Recess			
8	Promotion: Personal selling, sales promotion, and direct and digital marketing	Chapters 12 and 13	Quiz and Practice-based activities
9	Price	Chapter 9	Quiz and Practice-based activities
10	Place	Chapter 10	Quiz and Practice-based activities
11	Marketing insights	Chapter 4	Quiz and Practice-based activities
12	Sustainable marketing	Chapter 14	Quiz and Practice-based activities
13	Aligning it together		Practice-based activities and Individual written report 2

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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

- Greater clarity provided to indicate to students that quizzes need to be completed in advance of the respective week's topic
- Due dates of assessment revised to allow for better spread across semester to fit with students' needs