MKTG1001  
Marketing Fundamentals  
Session 1, In person-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

<table>
<thead>
<tr>
<th>Submission time after the due date (including weekends)</th>
<th>Penalty (% of available assessment task mark)</th>
<th>Example: for a non-timed assessment task marked out of 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 24 hours</td>
<td>10%</td>
<td>10% x 30 marks = 3-mark deduction</td>
</tr>
<tr>
<td>24-48 hours</td>
<td>20%</td>
<td>20% x 30 marks = 6-mark deduction</td>
</tr>
<tr>
<td>48-72 hours</td>
<td>30%</td>
<td>30% x 30 marks = 9-mark deduction</td>
</tr>
<tr>
<td>72-96 hours</td>
<td>40%</td>
<td>40% x 30 marks = 12-mark deduction</td>
</tr>
<tr>
<td>&gt; 96 hours</td>
<td>100%</td>
<td>Assignment won’t be accepted</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz</td>
<td>10%</td>
<td>No</td>
<td>Prior to the respective week’s topic, weeks 3 - 12</td>
</tr>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>In officially enrolled weekly Workshop, weeks 4 - 13</td>
</tr>
</tbody>
</table>

https://unitguides.mq.edu.au/unit_offerings/150113/unit_guide/print
### Quiz

Assessment Type: Quiz/Test  
Indicative Time on Task: 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: Participatory task  
Indicative Time on Task: 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 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.

https://unitguides.mq.edu.au/unit_offerings/150113/unit_guide/print 6
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 MKGT1001 Marketing Fundamentals unit iLearn site.

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


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

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings (Prescribed text)</th>
<th>Assessment Due</th>
</tr>
</thead>
</table>

https://unitguides.mq.edu.au/unit_offerings/150113/unit_guide/print
### Unit guide MKTG1001 Marketing Fundamentals

<table>
<thead>
<tr>
<th></th>
<th>Topic</th>
<th>Chapter(s)</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing and its role in society</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Segmentation and targeting</td>
<td>Chapter 6</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Differentiation and positioning</td>
<td>Chapter 6</td>
<td>Quiz</td>
</tr>
<tr>
<td>4</td>
<td>Consumer behaviour</td>
<td>Chapter 5</td>
<td>Quiz and Practice-based activities</td>
</tr>
<tr>
<td>5</td>
<td>Planning</td>
<td>Chapters 2 and 3</td>
<td>Quiz and Practice-based activities  and Individual written report 1</td>
</tr>
<tr>
<td>6</td>
<td>Product</td>
<td>Chapters 7 and 8</td>
<td>Quiz and Practice-based activities</td>
</tr>
<tr>
<td>7</td>
<td>Promotion: Advertising and PR</td>
<td>Chapter 11</td>
<td>Quiz and Practice-based activities</td>
</tr>
</tbody>
</table>

**MQ Recess**

<table>
<thead>
<tr>
<th></th>
<th>Promotion: Personal selling, sales promotion, and direct and digital marketing</th>
<th>Chapters 12 and 13</th>
<th>Quiz and Practice-based activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Price</td>
<td>Chapter 9</td>
<td>Quiz and Practice-based activities</td>
</tr>
<tr>
<td>10</td>
<td>Place</td>
<td>Chapter 10</td>
<td>Quiz and Practice-based activities</td>
</tr>
<tr>
<td>11</td>
<td>Marketing insights</td>
<td>Chapter 4</td>
<td>Quiz and Practice-based activities</td>
</tr>
<tr>
<td>12</td>
<td>Sustainable marketing</td>
<td>Chapter 14</td>
<td>Quiz and Practice-based activities</td>
</tr>
<tr>
<td>13</td>
<td>Aligning it together</td>
<td>Practice-based activities and Individual written report 2</td>
<td></td>
</tr>
</tbody>
</table>

### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](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). 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) 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