MKTG1001

Marketing Fundamentals

Session 2, Online-scheduled-weekday 2022

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
Convenor
Lisa Rohanek
lisa.rohanek@mq.edu.au
Contact via Email
E4A - 2.08
Monday 10-11am via Zoom (Weeks 2-13)

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

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

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	5%	5% x 30 marks = 1.5-mark deduction
24-48 hours (2 days)	10%	10% x 30 marks = 3-mark deduction
3 days	15%	15% x 30 marks = 4.5-mark deduction
4 days	20%	20% x 30 marks = 6-mark deduction
5 days	25%	25% x 30 marks = 7.5-mark deduction
6 days	30%	30% x 30 marks = 9-mark deduction
7 days	35%	35% x 30 marks = 10.5-mark deduction
Beyond 7 days	100%	Zero marks will be awarded (assuming special consideration does not apply)

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual Written Report 1	30%	No	2 Sep 2022, 11:59pm

Name	Weighting	Hurdle	Due
Individual written report 2	40%	No	4 Nov 2022, 11:59pm
Practice-based activities	20%	No	In officially enrolled weekly Workshop, weeks 4 - 13
Quiz	10%	No	End the respective week's topic, weeks 3 - 12

Individual Written Report 1

Assessment Type [1]: Report
Indicative Time on Task [2]: 10 hours
Due: **2 Sep 2022, 11:59pm**
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: **4 Nov 2022, 11:59pm**
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

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

Quiz

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 2 hours
Due: **End 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

[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 the activities you will be doing. To be an effective and enjoyable learning experience you **MUST PREPARE AND COMPLETE** readings 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 MKGT1001 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

1 25 July 2022	Marketing and its role in society (marketing planning)	Chapter 1-2	
2 1 Aug 2022	Segmentation and targeting	Chapter 6	
3 8 Aug 2022	Differentiation and positioning	Chapter 6	Quiz
4 15 Aug 2022	Consumer behaviour	Chapter 5	Quiz and Practice-based activities
5 22 Aug 2022	Consumer insights/drawing on data	Chapter 4	Quiz and Practice-based activities
6 29 Aug 2022	Consumer experience and touchpoints		Quiz and Practice-based activities Individual written report 1
7 5 Sep 2022	Product	Chapter 7-8	Quiz and Practice-based activities
RECESS (2 WEEKS)			
8 26 Sep 2022	Price	Chapter 9	Quiz and Practice-based activities
9 3 Oct 2022	Place	Chapter 10	Quiz and Practice-based activities
10 10 Oct 2022	Promotion	Chapter 11-13	Quiz and Practice-based activities
11 17 Oct 2022	Social media marketing and the Metaverse	Chapter 11-13	Quiz and Practice-based activities
12 24 Oct 2022	Sustainable and societal marketing	Chapter 14	Quiz and Practice-based activities
13 31 Oct 2022	The integrated marketing plan		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). 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.