MKTG305
Marketing Seminar
D2 2012
Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Chris Baumann
chris.baumann@mq.edu.au
Contact via chris.baumann@mq.edu.au
E4A634
Thursday, 3.15-5.15pm

Credit points
3

Prerequisites
(MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213 or BBA203 or BBA213) and (STAT122 or STAT170 or STAT171 or PSY122)

Corequisites
MKTG303

Co-badged status

Unit description
This unit addresses a series of current marketing issues. Students have the opportunity to test their understanding of the principles they have learnt during their marketing studies and to apply these principles to real situations facing marketing companies today.

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 'hot' topics in marketing
- Investigate specific marketing issues in great depth and breath
- Conduct thorough market and marketing research
- Investigate the marketing literature in great detail
- Being able to critically assess and compare marketing research
- Assess marketing theory, empirical studies and “facts and figures?”
## Assessment Tasks

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<td>Presentation</td>
<td>30%</td>
<td>Week 3, 4, 5, 6, 7, 9, 10, 11</td>
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<td>Assignment</td>
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### Presentation

**Due:** Week 3, 4, 5, 6, 7, 9, 10, 11  
**Weighting:** 30%

This in-class seminar presentation during the lecture is designed for students to investigate an assigned specialised marketing topic/concept in-depth. Students, in teams of about 4-6, share their research findings with the plenum and lead a rich discussion on the actual marketing topic/concept. Students need to submit a title page, a summary report of five pages, all slides used in the presentation, and a list of references.

If a team is not ready to present on the assigned date and time, zero marks will be awarded. All members of the team will receive the same grade.

On successful completion you will be able to:
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- Assess marketing theory, empirical studies and „facts and figures?"

### Assignment

**Due:** Week 3, 4, 5, 6, 7, 9, 10, 11  
**Weighting:** 30%

This in-class seminar presentation during the tutorial is designed for students to critically assess a journal article assigned by the lecturer. Students, in teams of about 2-4, share their paper critique with the tutorial and lead a discussion. Students need to submit a title page, a summary report of five pages, all slides used in the presentation, and a list of references.

If a team is not ready to present on the assigned date and time, zero marks will be awarded. All
members of the team will receive the same grade.

On successful completion you will be able to:

• Understand 'hot' topics in marketing
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Final Examination

Due: University Examination Period
Weighting: 40%

A final examination is included as an assessment task for this unit to provide assurance that:

• the product belongs to the student and
• the student has attained the knowledge and skills tested in the exam.

A 2-hour (and 10-minute reading time) final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

You are expected to present yourself 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://www.timetables.mq.edu.au/exam

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at http://www.reg.mq.edu.au/Forms/APSCon.pdf

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division's Supplementary exams are normally scheduled.)

On successful completion you will be able to:

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Delivery and Resources

Classes
• Number and length of classes: 13 times 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial (to be confirmed).
• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Prizes
http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Required and Recommended Texts and/or Materials
• There is no textbook for this unit.
• Students are expected to read various articles related to each of the seminar topics.
• The required reading will typically be journal articles or other relevant material for the specific topic for that week. The topics are listed in the Seminar Schedule in this outline.

Technology Used and Required
• Students are required to learn how to use power point, word processing and iLearn.
• The web page for this unit can be found at: iLearn http://ilearn.mq.edu.au

Teaching and Learning Strategy
• Seminars will be conducted using student presentations, discussions, exercises and workshop activities. It is incumbent upon students to attend all seminars and participate in discussion after the presenting group, as examination questions from class discussions will be included in the final exam. Please note that individual students will be assessed on the quality of their contribution to class discussions each week (attendance will be taken at each tutorial).

Unit Schedule
### Week 1
- Introduction
- Form Groups
- Nominate seminar weeks

### Week 2
- Discussion of Marketing Paper
  - 'How to critique'

### Week 3
- Seminar 1 – Customer Loyalty

### Week 4
- Seminar 2 – Marketing and the experience economy

### Week 5
- Seminar 3 – Understanding Global Markets

### Week 6
- Seminar 4 - Marketing Research and its contribution to effective marketing

### Week 7
- Seminar 5 - Understanding Luxury Brands

### Week 8
- Seminar 6 – Social Media Management/Marketing

### Week 9
- Seminar 7 – Understanding Generic Brands

### Week 10
- Seminar 8 – Market Research in specific service industries

### Week 11
- Seminar 9 - The Role of Branding in Australian Tertiary Education

### Week 12
- Seminar 10 – Marketing in emerging markets

### Week 13
- Review

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**Policies and Procedures**

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


In addition, a number of other policies can be found in the [Learning and Teaching Category](https://unitguides.mq.edu.au/unit_offerings/17800/unit_guide/print) of Policy Central.
Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.


Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is
Student Support

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

UniWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Services and Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

IT Help

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/.

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.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Understand 'hot' topics in marketing
- Investigate specific marketing issues in great depth and breath
• Conduct thorough market and marketing research
• Investigate the marketing literature in great detail

**Assessment tasks**

• Presentation
• Assignment
• Final Examination

**Commitment to Continuous Learning**

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

**Assessment tasks**

• Presentation
• Assignment

**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 'hot' topics in marketing
• Investigate the marketing literature in great detail
• Assess marketing theory, empirical studies and "facts and figures?"

**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 'hot' topics in marketing
- Investigate specific marketing issues in great depth and breadth
- Being able to critically assess and compare marketing research
- Assess marketing theory, empirical studies and "facts and figures?"

**Assessment tasks**
- Presentation
- Assignment
- 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**
- Investigate specific marketing issues in great depth and breadth
- Conduct thorough market and marketing research
- Investigate the marketing literature in great detail
- Being able to critically assess and compare marketing research

**Assessment tasks**
- Presentation
- Assignment
- Final Examination

**Creative and Innovative**
Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

**Learning outcomes**
- Conduct thorough market and marketing research
• Being able to critically assess and compare marketing research

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcome

• Assess marketing theory, empirical studies and "facts and figures?"

Research and Practice

• This unit uses research by Macquarie University researchers (e.g. Baumann et al.)
• This unit uses research from external sources
• This unit gives you practice in applying research findings in your assignments
• This unit gives you opportunities to conduct your own research