# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>7</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>8</td>
</tr>
<tr>
<td>Learning and Teaching Activities</td>
<td>9</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>10</td>
</tr>
<tr>
<td>Graduate Capabilities</td>
<td>12</td>
</tr>
<tr>
<td>Research and Practice</td>
<td>13</td>
</tr>
<tr>
<td>Changes since First Published</td>
<td>13</td>
</tr>
</tbody>
</table>

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.
General Information

Unit convenor and teaching staff
Unit Convenor
Kanika Meshram
kanika.meshram@mq.edu.au
Contact via kanika.meshram@mq.edu.au

Credit points
3

Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description
Marketing management is no longer a department within the company—it is a company wide undertaking. This unit takes a customer and market focus. Successful marketing management includes: developing marketing strategies and plans; connecting with customers; building strong brands; shaping the market offerings; delivering and communicating value; capturing marketing insights; and creating successful long term growth.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

1. To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
2. To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in Fundamentals of Marketing).
3. Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.
4. Apply marketing techniques and theories to develop creative solutions to marketing problems.
5. Demonstrate use of written and oral skills to integrate key marketing theoretic concepts
and to create a coherent and theoretically rigorous argument.

6. Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Test</td>
<td>10%</td>
<td>Week 4</td>
</tr>
<tr>
<td>Class Participation &amp; Report</td>
<td>20%</td>
<td>Until Week 9</td>
</tr>
<tr>
<td>Group Marketing Assignment</td>
<td>30%</td>
<td>Week 11</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

### Class Test

**Due:** **Week 4**  
**Weighting:** **10%**

**Submission**

1. There will be a 25 minutes multi-choice test on the week beginning LECTURE WEEK 4 or TUTORIAL WEEK 3 (Tuesday 21st August, 2012 to Thursday 23rd August, 2012).

   NOTE: This Examination will be held in your allocated TUTORIAL class time.

2. Students are expected to attend their allocated tutorial class to appear for this assessment.

3. Assessments will be based on Chapter reading 1 to 6 from your recommended Kotler and Keller (2012) text book.

4. A mark based on your written performance will be added to iLearn Grade Book.

**Extension and Penalties**

No extensions will be granted. Students who do not appear for the class test will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

A mark based on your written performance will be added to iLearn grade book

This Assessment Task relates to the following Learning Outcomes:

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.

### Class Participation & Report

**Due:** **Until Week 9**  
**Weighting:** **20%**
Weekly class presentation 13% + one page written hand out 7%

**Submission**

In class to tutor hand out submission and presentation as allocated by tutor

**Extension and penalties**

Since this is an in-class individual activity, late submission or students who fail to provide a one page written report or fail to provide a well-articulated and well-discussed written report receive no mark for their submission.

For presentation, students who are physically absent when their names are called for presentation will not be awarded any mark for this activity.

Considerations will be made for students who produce a medical certificate to the tutor within the guidelines of special consideration provided by the university. In extreme cases the discretion of the unit convenor to grant approval will be final.

**What is required to complete the unit satisfactorily**

1. This is an individual task involving weekly written handout submission and presentation. All students are expected to attend their tutorial class to participate in this tutorial activity.

2. **Part A** of the tutorial activity is to answer questions provided on either a debate topic or case study (see teaching strategy pg. 13 for weekly topics).

3. You are required to use the one hour tutorial time to answer the topics (case study/debate) and submit it to your tutor the same day.

4. The one page written report needs to be well-articulated and well-discussed to qualify for one award mark for each week’s submission.

5. **For Part B**, each week your tutor will randomly pick up two to three students from their tutorial class list for a two to three minutes presentation on a case study or debate topic.

6. You are required to present one case study and one debate topic to complete this assessment task.

7. Students will not be allowed into tutorials after 15 minutes as the door will be locked.

This Assessment Task relates to the following Learning Outcomes:

- To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in Fundamentals of Marketing).

- Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.

- Apply marketing techniques and theories to develop creative solutions to marketing problems.
Group Marketing Assignment

Due: **Week 11**

Weighting: **30%**

Report presentation 10% + written report 20%

Submit your written report by the due date and oral marketing plan presentation to the class.

1. In groups of 3 to 5 students, decide on a fictional product (or service). A fictional product can be selected based on what customer needs you are aiming to target and satisfy.

2. Then week by week build on your fictional product’s marketing plan. You need to select a few (at least 4 to 5) marketing theories (topics) to focus on your plan. These selected theories need to deeply reflect all aspects of the topics covered in the lectures. A WEEK BY WEEK PLANNING GUIDE is provided to students in ilearn as a general guideline to help outline elements of your marketing plan.

3. Each of the elements of the marketing plan should coordinate with the text chapters/lectures.

4. You will work with your group and consult your tutor by email appointments for suggestions and areas that require improvements.

**Oral Marketing Plan Presentations**

1. At the end of the semester, each group is required to present a summary of their marketing plan to the class.

2. Presentation due in Weeks, 11, 12 or 13 as allocated by your Tutor.

3. The presentation slides can vary between 8 to 12 slides. Providing clear introduction to the product, marketing planning process and conclusion with future scope for the product.

4. Oral presentations will be evaluated according to the Marking Guide see below.

**Extension and penalties**

No extensions will be granted. Students who have not submitted the report and presented the report to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
- Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.
• Apply marketing techniques and theories to develop creative solutions to marketing problems.
• Demonstrate use of written and oral skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument.

Final Examination
Due: University Examination Period
Weighting: 40%

Examination conditions
A three hour final examination for this unit will be held during the University Examination period.

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://exams.mq.edu.au/

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. The University’s policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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 Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

What is required to complete the unit satisfactorily

• To obtain a passing grade in this unit you must pass the final examination.
• No other marks will be considered unless a pass is obtained in the final examination.
Delivery and Resources

Classes
Lecture Day (Duration): Thursdays (2 hours) and tutorial (1 hour)
Lectures see: http://www.timetables.mq.edu.au/
Tutorials see: http://www.timetables.mq.edu.au/

• Any relevant details about changing classes.
• If it is a requirement of this unit that students attend classes, please point that out here, as well as in the 'assessment' section of this document.

Prizes
The Macquarie University Marketing and Management Prizes
This prize is open to all students proceeding to the degree of Bachelor. The prize is awarded for proficiency in each of the following undergraduate Marketing and Management units. For more information see:
http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Required and Recommended Texts and/or Materials

Additional/Recommended Reading (held in Special Reserve):

Both these text are available for purchase from the Macquarie University Co-op Bookshop.

Technology Used and Required
• Technology used for this unit is face to face teaching and power point presentations.
• Students need to be familiar with Microsoft Word and PowerPoint for this assignment and presentation.

Unit Web Page
Course material is available on the learning management system (iLearn)
The web page for this unit can be found at: https://ilearn.mq.edu.au/
Learning and Teaching Activities

Lecture

Tutorials

- Class test
- Case studies and debate topics
- Group project work

Unit Schedule

<table>
<thead>
<tr>
<th>LECTURE WEEK</th>
<th>CHAPTER READINGS</th>
<th>CHAPTER TOPIC</th>
<th>TUTORIAL ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chapter 1</td>
<td>Defining Marketing for the 21st Century</td>
<td>No tutorials in week 1</td>
</tr>
<tr>
<td></td>
<td>Chapter 2</td>
<td>Developing Marketing Strategies and Plans</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Chapter 3</td>
<td>Collecting Information and Forecasting Demand</td>
<td>Group formation for marketing plan report.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Case study</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10-12 minutes of reading and preparation time will be given in the class followed by presentation</td>
</tr>
<tr>
<td></td>
<td>Chapter 4</td>
<td>Conducting Marketing Research</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 5</td>
<td>Creating Long-Term Loyalty Relationships</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Chapter 6</td>
<td>Analyzing Customer Markets</td>
<td>Debate</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Registration of Marketing plan topic with tutor</td>
</tr>
<tr>
<td></td>
<td>Chapter 7</td>
<td>Analysing Business Markets</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Chapter 8</td>
<td>Identifying Market Segments and Targets</td>
<td>EARLY ASSESSMENT CLASS TEST</td>
</tr>
<tr>
<td>5</td>
<td>Chapter 9</td>
<td>Creating Brand Equity</td>
<td>Case study</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Turnitin open for submission group report submission</td>
</tr>
<tr>
<td></td>
<td>Chapter 10</td>
<td>Crafting the Brand Positioning</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Chapter 11</td>
<td>Competitive Dynamics</td>
<td>Debate</td>
</tr>
</tbody>
</table>
Learning and Teaching Activities

Lectures
Lectures are oral presentations intended to present information or teach people about a particular subject. Lectures can be delivered online or through a variety of media.

Tutorials
Tutorials are classes in which a tutor facilitates interactive learning with a small group of students. Your tutorial activities will cover: a. Class test A class test is a time-limited invigilated assessment held in class and designed to assess a student's knowledge, skills or capabilities, requiring students to respond to one or more questions. b. Case Studies and Debate Topics Case studies and debate topics will be provided to students with an opportunity to apply their knowledge to real or simulated scenarios in individual or group situations. They are aimed at
developing critical thinking, analytic and problem solving skills. c. Group Project Work Student group project work encourages group learning. Projects will assist students in developing more in depth knowledge and skills in conducting research, communication, and in planning, organisation and time management. Project work may take on the form of group activities.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://www.mq.edu.au/policy/docs/academic_honesty/policy.html
Special Consideration Policy http://www.mq.edu.au/policy/docs/special_consideration/policy.html

In addition, a number of other policies can be found in the Learning and Teaching Category 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

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.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

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 available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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 Enquiry Service

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

Equity 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.

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
Graduate Capabilities

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:

Assessment tasks

- Class Participation & Report
- Group Marketing Assignment

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:

Assessment tasks

- Class Participation & Report
- Group Marketing 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 outcome

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
Assessment tasks

- Class Test
- Group Marketing Assignment
- Final Examination

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 outcome

- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.

Assessment tasks

- Class Participation & Report
- Group Marketing Assignment
- Final Examination

Research and Practice

- This unit gives you practice in applying research findings in your assignments.
- This unit gives you opportunities to conduct your own research.

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>26/07/2012</td>
<td>The Description was updated.</td>
</tr>
<tr>
<td>13/07/2012</td>
<td>The Description was updated.</td>
</tr>
<tr>
<td>30/01/2012</td>
<td>The Description was updated.</td>
</tr>
<tr>
<td>30/01/2012</td>
<td>The Description was updated.</td>
</tr>
</tbody>
</table>