# MKTG101
## Marketing Fundamentals

D2 2012

*Marketing and Management*

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## 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
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Credit points
3

Prerequisites

Corequisites

Co-badged status

Unit description
This unit explores the proposition that marketing is based on an understanding of consumer value. The unit looks at the evolution of marketing thought from a production orientation to its current state. The unit covers gathering information on consumer needs and the marketing environment. It then looks at the tools the marketer uses to satisfy those needs—the marketing mix. Lectures include the latest developments in marketing theory, illustrated with examples of best marketing practice from Australia and major economies overseas.

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. Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
2. Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
3. Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
4. 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>Group led Discussion</td>
<td>15%</td>
<td>Assigned in week 2</td>
</tr>
<tr>
<td>Essay</td>
<td>30%</td>
<td>26 October</td>
</tr>
<tr>
<td>Tutorial Homework</td>
<td>15%</td>
<td>NA</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>Exam Period</td>
</tr>
</tbody>
</table>

**Group led Discussion**

Due: **Assigned in week 2**

Weighting: **15%**

This Assessment Task relates to the following Learning Outcomes:
- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

**Essay**

Due: **26 October**

Weighting: **30%**

This Assessment Task relates to the following Learning Outcomes:
- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
• Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

Tutorial Homework
Due: NA
Weighting: 15%

This Assessment Task relates to the following Learning Outcomes:
• Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
• Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
• Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
• Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

Final Examination
Due: Exam Period
Weighting: 40%

This Assessment Task relates to the following Learning Outcomes:
• Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
• Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
• Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
• Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

Delivery and Resources

Classes

Course Structure
This course will be conducted in a weekly two hour lecture and weekly one hour tutorial format. Students will form into groups during the tutorials in Teaching Week 2 commencing the 6th of August 2012.

Students are expected to attend and participate in all tutorials during the semester. Participation in tutorials combined with submission of homework will contribute to 10% of the course assessment for this Unit. Three or more missed tutorials will result in students obtaining a 0% mark for attendance and participation during the semester.

**Tutorial/ Group Sessions**

Tutorials/ group sessions in this course are conducted each week commencing in Teaching Week 2 commencing the 6th of August. Class sizes are limited. Times for these sessions are available through the timetable link for the University:

[www.timetables.mq.edu.au](http://www.timetables.mq.edu.au)

You must sign on for your preferred session electronically. Once you are included in a tutorial, you MUST attend that tutorial and group only each week. Changes must be formalized via the E-Student enrolment site. It is the staffs’ expectation that tutorials in this course will be conducted in a professional and conscientious manner.

**Consultation**

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on iLearn and are available next to the phones).

Teaching staff are there to assist you. Staff members have set consultation times during which you may see them without making an appointment. All Lecturers on this unit are available for consultation. Please email them directly to confirm their face to face
consultation times. Alternatively, they may respond to your queries via email. Please remember that your Tutors as well as the Teaching Assistant for the unit, are your first port of call for all queries.

All tutors are available for consultation via email. If you have questions or points that require clarification leave a message with your tutor via email. Your tutor is your primary point of contact.

An online forum is also available via the iLearn site for this Unit. You may use this site to seek assistance from your peers or from your teachers by posting a message in the relevant discussion forum. There are six forums for discussion in which you may post questions. These include:

1. General Administration Discussion
2. Student-to-Student Discussion
3. Essay Discussion
4. Tutorial homework Discussion
5. Group Led Discussion
6. Exam Discussion

All important messages and announcements will be posted on the iLearn site regularly by staff and you must take the time to read these each week.

The iLearn site is a public forum that everyone in the unit is able to access and read. The site can be found at the following link:

http://ilearn.mq.edu.au

Administration

All content related questions and specific questions regarding the administration of this course should be directed to your tutor.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS
**One Required Textbook**

The textbook to accompany this unit is:


You can buy this book from the Co-Op Bookshop on campus. Both hard copy and e-book are acceptable for this unit.

Please note that the Elliott textbook is a 2nd edition which was released in 2011 and considerable changes have been made to the text as compared to the previous edition.

**Highly Recommended Reading**

- This unit uses research by Macquarie University researchers
- 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

**Writing Skills**

The major assessment for this unit revolves around writing an essay about a specific topic in marketing. This essay allows students to develop their research and writing skills.

With regard to the development of writing skills students are advised to read the following resources available in the library in the reserve section. There are ten copies of each available for loan. If you wish to own your own copy, you are also welcome to purchase a copy from the Co-Op Bookshop on campus. These resources will be of great use to you throughout your studies, not just in MKTG101.

Burton, L. 2010. *An Interactive Approach to Writing Essays and Research Reports in*
These are three excellent sources of information which cover topics such as; writing style, critical thinking, essay writing, referencing, academic reading, structure, and plagiarism.

**Researching Skills - Journals**

In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- International Journal of Research in Marketing
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Journal of Services Research
- Australian Business Monthly
- Business Review Weekly

You can access these resources through the Library home page. Under ‘research’ select search for ‘journals’ and type the name of the journal.

**Recommended Research Databases**

You should also familiarize yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:

- Ebscohost:
  - Academic Search Elite
  - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
Please note the unit’s logon iLearn address is:
http://ilearn.mq.edu.au

iLearn is the most effective way to get in contact with tutors and students of the unit in order to find answers to your questions. Please check this site each week for lecture slides. These will be made available for downloading and printing on a week by week basis. In addition, important announcements and documents will be posted on the site on a regular basis. It is each students’ responsibility to regularly check iLearn. It is strongly recommended that you do so at least once per week throughout the semester.

### Unit Schedule

**Learning Activities Schedule - Lecture Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>Video Case: Well Being</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Librarian presentation: Database Research</td>
<td>Chapter 2</td>
</tr>
<tr>
<td></td>
<td>Marketing Environment &amp; Marketing Analysis</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Market Research</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td>Video Case: Research Design at LSPMA</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Consumer Behaviour</td>
<td>Chapter 4</td>
</tr>
<tr>
<td></td>
<td>Video Case: The Cool Hunters</td>
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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:

- **Special Consideration Policy** [http://www.mq.edu.au/policy/docs/special_consideration/policy.html](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:

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**Unit guide** MKTG101 Marketing Fundamentals

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
<th>Video Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Business Buying Behaviour</td>
<td>Video Case: Lextant Corporation</td>
</tr>
<tr>
<td>6</td>
<td>Markets: Segmentation, Targeting and Positioning</td>
<td>Video Case: Amex Blue</td>
</tr>
<tr>
<td>7</td>
<td>Product</td>
<td>Video Case: The Starbucks Experience</td>
</tr>
<tr>
<td>8</td>
<td>Marketing research in action: MKTG101 Staff Research Showcase</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Group Essay Workshop</td>
<td>NA</td>
</tr>
<tr>
<td>10</td>
<td>Promotion</td>
<td>Video Case: BMW Motors – The Ultimate Driving Machine</td>
</tr>
<tr>
<td>11</td>
<td>Place (Distribution)</td>
<td>Video Case: Netflix</td>
</tr>
<tr>
<td>12</td>
<td>Services Marketing</td>
<td>Video Case: The Mayo Clinic</td>
</tr>
<tr>
<td>13</td>
<td>Exam Review &amp; Tips</td>
<td></td>
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</tbody>
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• 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:


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/.
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 to all who connect to the MQ network including students and it outlines what can be done.

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:

Learning outcomes

• Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
• Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
• Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
• Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.
Assessment tasks

- Group led Discussion
- Essay
- Tutorial Homework
- Final Examination

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 outcomes

- Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
- Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
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Assessment tasks

- Group led Discussion
- Essay
- Tutorial Homework
- Final Examination

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

• Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
• Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
• Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
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Assessment tasks

• Group led Discussion
• Essay
• Tutorial Homework
• 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 outcomes

• Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
• Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
• Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
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<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>26/07/2012</td>
<td>The Description was updated.</td>
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<tr>
<td>13/07/2012</td>
<td>The Description was updated.</td>
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<tr>
<td>30/01/2012</td>
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