Contents

General Information 2
Learning Outcomes 2
Assessment Tasks 3
Delivery and Resources 7
Unit Schedule 9
Policies and Procedures 14
Graduate Capabilities 15
Research and Practice 17
Changes since First Published 18

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
Jana Bowden-Everson
jana.bowden-everson@mq.edu.au
Contact via jana.bowden-everson@mq.edu.au

Other Staff
Alper Yuceozsoy
alper.yuceozsoy@mq.edu.au
Contact via alper.yuceozsoy@mq.edu.au

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 building blocks and tools that the marketer uses to satisfy those needs – the marketing mix. The unit includes the latest developments in marketing theory, illustrated with examples of best 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
On successful completion of this unit, you will be able to:

- 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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Assignment</td>
<td>25%</td>
<td>Weekly per group</td>
</tr>
<tr>
<td>Essay</td>
<td>35%</td>
<td>28 October 2013</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>See University Timetable</td>
</tr>
</tbody>
</table>

**Group Assignment**

Due: **Weekly per group**

Weighting: **25%**

Students will be placed into groups of approx 4 in Teaching week 2 commencing the 5th of August 2013. Each student group will then be assigned a specific topic for study in line with the theory covered in tutorials in that specific week.

The presenting group will cover the following aspects in the following approximate time frames:

1. 1 minute: introduce the group and the topic angle. The presentation must incorporate and build upon the set weekly journal article reading.

2. 7 minutes: provide a detailed presentation of the theoretical topic drawing on research based evidence and insights from journal article and industry research. THEN provide a brief example of how the topic may operate when applied to a specific real life brand, product or service, and then

3. 15 minute whole of class brainstorm:
   - FIRST: Presenting group must choose a specific brand, product or service on which an audience based brainstorming exercise and discussion will occur.
     - i. The group must split the audience into mini brainstorming groups of approx. 4 students per group. This mini group brainstorming approach is designed to educate and involve the audience in the learning experience.
     - ii. The group must set the discussion topic, set the specific discussion questions, allocate the discussion questions to each of the audience groups, facilitate the audience group brainstorming by having one presenting group member listening/discussing the question with each of the groups, ensure that each group completes the content of the discussion question and ensure the group writes its answers up on the whiteboard, or on
butchers paper to present to the class

- SECOND: Once audience groups have presented their solutions, presenting group should provide a debate/critique of the audience groups answers by discussing their analysis of the activity questions

4. 2 minutes: summarise the key take outs from the presentation topic on one slide and conclude

THE FINE PRINT

Groups are expected to actively engage with their class audience in order to generate meaningful class discussion and active class debate. A significant proportion of the grade assigned for this presentation task will relate to students’ ability to comprehensively analyse and present the material as well as to include class members in their discussion and debate.

Each member must be actively and equally involved in the preparation and presentation of the material. In order to deliver a quality presentation with group members keeping within their time limit, it is essential that you rehearse several times before the day of your presentation.

AUDIENCE BONUS MARKS

Bonus 2% of course marks will be awarded to one member of the tutorial audience each week for strongest intellectual debate and discussion contribution during group led discussion activity. Bonus marks can only be obtained once per student per semester. Bonus mark awarded on a combined peer anonymous vote and /tutor assessment basis.

PRESENTATION SCHEDULE

Group led discussions will be presented according to the presentation schedule contained in Appendix A. See a document called “Assessment criteria” on unit website for marking criteria and marker expectations.

PENALTY FOR NON-PARTICIPATION

It is the students responsibility once placed into their group to exchange name, email and phone contact details with one another. It is the students responsibility to initiate contact with one another from the first week of the semester in order to prepare the discussion as a group. Once groups have been allocated in week 2 all members must remain in that group and commence work on the group project. It is each group members responsibility to exchange contact details with fellow members in Teaching Week 2.

If a member has not a. made contact with fellow group members by the close of week 4 and b. has not then maintained weekly contact with the group in order to contribute to group processes and outcomes, and c. has not met group agreed contribution deadlines, then on discussion with the tutor, that group member will be excluded from membership of the group, and will additionally be excluded from completing the group case project. This will result in that member receiving a
zero grade for the assessment.

Note: Knowledge of the content in the presentations will assist with preparing for the exam. Discussion is marked during tutorials and feedback and grades will be available via your tutor in the following week of tutorial class. Late submissions/presentations will not be accepted and will receive a 0.

On successful completion you will be able to:

• 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: 28 October 2013
Weighting: 35%

This is an essay based on scholarly journal article research and theory. You must support your answer with a minimum of 6 peer reviewed journal articles. You are not required to include practical examples in this essay. The essay word limit is 2,000 words. This word limit is a strict one and exceeding it will lead to penalty. You may use sub-headings throughout your essay to structure it. Please see unit outline on iLearn page for more information.

LATE PENALTY: No extensions will be granted. Students who have not submitted the essay task prior to the deadline will be awarded a mark of ‘0’ (zero) for the task, except for cases in which an application for special consideration is made and approved.

Please note the following:

• A University assignment cover sheet/plagiarism declaration must be submitted to the BESS office in Building E4B by 4pm on Monday the 28th of October. Available online or from BESS. You do not need to submit a hard copy of your essay with this form.

• Your soft copy essay must include a title Page with full official student name (last name in CAPITALS), student ID number, tutors name, tutorial day, tutorial time and tutorial room number. It must also include your reference list. Please name your file as follows: Surname_SID_Tutor_Final Essay.doc

• Any essay not submitted to Turnitin will not be marked and will receive a ZERO GRADE.

• Essays will be marked electronically via GradeMark on Turnitin using iLearn, annotated
with comments from the marker and your grades will be available for viewing on the Grades link via iLearn approximately 2-3 weeks after submission. An announcement will be made on iLearn when assignments have been marked.

**Plagiarism Detection Software Use in Unit**

It is the University's task to encourage ethical scholarship and to inform students and staff about the institutional standards of academic behaviour expected of them in learning, teaching and research. Students have a responsibility to maintain the highest standards of academic integrity in their work. Students must ensure they do not plagiarise. Plagiarism and the consequences of plagiarizing are discussed in section 10. In order to detect evidence of plagiarism in students’ work, this Unit utilizes the plagiarism detection software Turnitin. You must upload a soft copy of your essay to the appropriate section of Turnitin (through iLearn: http://ilearn.mq.edu.au). In order to familiarise you with Turnitin, we will undertake a practice run in week 4.

PLEASE NOTE: TURNITIN cross checks your essay against: websites, journal articles, books, and other student papers worldwide. Do not fall in to the trap of believing that you will get away with plagiarizing other authors work.

On successful completion you will be able to:

- 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: **See University Timetable**

Weighting: **40%**

A 2 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.

This 2 hour examination is worth 40% of your course assessment.
The weighting of your final exam is as follows:

3 Essay Questions
(From a choice of 5)
Worth 40% of your total assessment

The exam will cover all Chapters from the textbook outlined in the Learning activities schedule, as well as all material discussed during lectures and tutorials. It is the students’ responsibility to read the relevant textbook chapters and attend all case study presentations as part of the overall course requirements.

On successful completion you will be able to:

• 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

Unit Webpage:
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. All lecture streams in this unit will be recorded using iLearn.

Lectures and Tutorials:
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 5th of August 2013.

Three or more missed tutorials with no medical certificate will result in students obtaining a 0% mark for attendance and participation during the semester.

Tutorials/ group sessions in this course are conducted each week commencing in Teaching Week 2 commencing the 5th of August. Class sizes are limited. Times for these sessions are available through the timetable link for the University:

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

All lecture streams in this unit will be recorded using iLearn.

**Required Textbook:**


ISBN: 9781442549425

**Changes since last offering of this unit:**

Assessment weightings (essay is now 35%, vs 25%, Final exam is now worth 40%)

New Essay topic

New range of cases for group assignment

New textbook

**Unit Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Commencing</th>
<th>Lecture Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29 Jul</td>
<td>Creating superior customer value and capturing it</td>
<td>READ: Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No tutorials</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Topic</td>
<td>Read: Chapter</td>
</tr>
<tr>
<td>---</td>
<td>----------</td>
<td>------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>2</td>
<td>5 Aug</td>
<td>Librarian presentation:</td>
<td>Chapter 2</td>
</tr>
</tbody>
</table>
|   |          | Database Research Capturing value |               | Form Groups
<p>|   |          |                              |               | Allocate group topics                                                  |
| 3 | 12 Aug   | Strategic planning &amp;        | Chapter 3, 4  | <em>Discuss group topic presentation</em>                                    |
|   |          | strategies                  |               | <em>Allocate practice article &amp; discuss key take outs of first 2 pages</em>  |
| 4 | 19 Aug   | The global environment      | Chapter 5     | <em>Prepare: ARTICLE WRITE UP key take outs, paraphrasing, referencing, Turnitin</em> |
|   |          |                              |               | <em>Learn: essay topic tips and essay structure</em>                         |
| 5 | 26 Aug   | Market research             | Chapter 6     | <em>Prepare: Article Turnitin results</em>                                    |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Sept</td>
<td>Consumer behaviour</td>
</tr>
<tr>
<td></td>
<td>Special topic presentation: Dr Tan Researching ‘Green’ marketing</td>
</tr>
<tr>
<td></td>
<td>Special topic presentation: Dr Bowden-Everson Researching higher education as a service</td>
</tr>
<tr>
<td>10 Sept</td>
<td>Market segmentation, targeting and positioning</td>
</tr>
</tbody>
</table>

**READ:** Chapter 7

**PREPARE:**


**LEARN:** GROUP LED TOPIC: Exploring market research – what is qualitative and quantitative research, how is qualitative research used and what it is used for? Select a product or service category, identify an opportunity for research and develop 6 questions (and justify these) that you believe will assist in obtaining solutions to that opportunity

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Market segmentation, targeting and positioning</td>
</tr>
</tbody>
</table>

**READ:** Chapter 9

**PREPARE:** “Goal setting and goal striving in consumer behaviour”, Authors: Bagozzi, R. & Dholakia, U. Source: The Journal of Marketing, Vol. 63 (Special issue, 1999), pp. 19-32

**LEARN:** GROUP LED TOPIC: Exploring consumer behaviour – what is consumer behaviour, what are consumption goals, how do they influence consumer behaviour and how can marketers use them? Select a product or service category, identify an example of a “RNP” Really New Product in that category and develop a hierarchical map of goals to describe the drivers of consumer behaviour for that product.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Read</th>
<th>Prepare</th>
<th>Learn</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GROUP LED TOPIC: Exploring segmentation – what is segmentation, how is it traditionally used (segmentation bases), how could the traditional approaches enhanced? Select a product or service category, identify a product or service which is a shallow, medium and deep decision and apply Yankelovich’s “what the segmentation should find out” spectrum</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>8 Oct</td>
<td>Lecture Essay Workshop</td>
<td>READ</td>
<td>NA</td>
<td>GROUP LED TOPIC: Exploring services marketing – what are services, how are they defined and classified and what makes them unique from products. Drawing on Kotze’s paper, do you agree or disagree that students are ‘customers’ and ‘co-producers’ in higher education? What strategies might institutions use to enhance co-creation?</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Read</td>
<td>Prepare</td>
<td>Learn</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>------------------------------------------</td>
<td>------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>14 Oct</td>
<td>Pricing and logistics</td>
<td><strong>READ:</strong> Chapter 12, 13</td>
<td><strong>PREPARE:</strong> Collect essay articles, identify your essay themes, write a mock essay structure, draft essay sections. <strong>LEARN:</strong> Discuss essay progress with tutor and class</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>21 Oct</td>
<td>Communicating customer value</td>
<td><strong>READ:</strong> Chapter 15, 16, 17</td>
<td><strong>PREPARE:</strong> Essay draft <strong>LEARN:</strong> Essay consultations</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>28 Oct</td>
<td>Global marketing</td>
<td><strong>READ:</strong> Chapter 18</td>
<td><strong>PREPARE:</strong> “The Impact of New Media on Customer Relationships” <strong>Authors:</strong> Hennig-Thurau, Edward C. Malthouse, Christian Friege, Sonja Gensler, Lara Lobschat, Arvind Rangaswamy and B. Skiera. <strong>Source:</strong> Journal of Service Research, Vol. 13, pp. 311-330. <strong>LEARN:</strong> GROUP LED TOPIC: Exploring new media – what is new media, what are its characteristics, how does it change consumer behaviour and the way marketers interact with customers? Select a brand or a service which is based on new media, and analyse the way in which the brand experience is created and how marketers may measure its effectiveness.</td>
<td></td>
</tr>
</tbody>
</table>
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:

- **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](http://www.mq.edu.au/policy/docs/learning_and_teaching/) of Policy Central.

### 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/](http://students.mq.edu.au/support/)

**UniWISE provides:**

- Online learning resources and academic skills workshops [http://www.students.mq.edu.au/support/learning_skills/](http://www.students.mq.edu.au/support/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/](http://www.student.mq.edu.au/ses/).
Equity Support

Students with a disability are encouraged to contact the Disability Service 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 Assignment
- 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.
- Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

**Assessment tasks**

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

**Assessment tasks**

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

**Assessment tasks**

- Group Assignment
- Essay
- Final Examination

**Research and Practice**

**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
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)
- *Ulrich International Periodicals* (for peer-reviewed journal checking)

**Changes since First Published**

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/06/2013</td>
<td>The Description was updated.</td>
</tr>
</tbody>
</table>