



MKTG696

Introduction to Marketing Management

MQC S1 Day 2015

Dept of 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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Stephen Burke

stephen.burke@mq.edu.au

Credit points

4

Prerequisites

Admission to MCom or MBioTechMCom or MIntBus or MIntBusMIntComm or MIntBusMIntRel or MAcc(Prof)MCom

Corequisites

Co-badged status

Unit description

This unit provides students with an introduction to marketing as it is used within all organisations. Topics include: the role of marketing; the understanding of the market research process; marketing decision making (market segmentation, consumer behaviour and the marketing mix); product planning and development; distribution; promotion; pricing; marketing strategies and control; and evaluation of marketing management, with a focus on creating consumer value. Students are also exposed to some of the critical issues surrounding the implementation of marketing strategies in the contemporary business environment and of the importance of ethics and sustainability as addressed by the societal marketing concept.

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 the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy

Recognise the central importance of marketing in contributing to organisational health

and prosperity

Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations

Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques

Gain experience in the managerial process of marketing through exposure to practical marketing activities

Assessment Tasks

Name	Weighting	Due
<u>A1 Class Test</u>	10%	Week 8 - 1 May 2015
<u>A2 Simulation Game Coursework</u>	25%	Six weekly decisions
<u>A3 Marketing Report</u>	25%	As per Unit Schedule
<u>A4 Final Examination</u>	40%	TBA in Exam Period

A1 Class Test

Due: **Week 8 - 1 May 2015**

Weighting: **10%**

A1 Class Test

40 multiple choice, closed book, 45 minutes. Questions cover the lecture content from the first 6 weeks.

No extensions will be granted. Students who do not attend the quiz at the specified time will be awarded a mark of 0 for the task, except for cases in which an application for Disruption of Studies is made and approved.

On successful completion you will be able to:

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy

A2 Simulation Game Coursework

Due: **Six weekly decisions**

Weighting: **25%**

A2 Marketing Simulation Game

Students will participate in the computer-based marketing management and strategy simulation

game- Marketplace Live. The game provides a challenging decision-making exercise in which complex marketing decisions must be made within a competitive marketing environment.

Students will be organised into syndicate teams and will manage their hypothetical firm in competition with other firms within their designated industry over the course of the game. The objective of this exercise is to place students into a realistic operating environment which requires the integration of complex marketing research, analysis, planning and decision-making. The sole objective of the firm will be to maximise the value of the firm (measured by a "Balanced Scorecard") over the course of the game.

Team assessment will be based on results.

Individual marks will be based on contribution to the group tasks and will be determined by peer assessment.

The game also rewards those firms which master the decision rules earliest. The decision rules of the game are detailed and extensive. Thus, it is essential that each firm makes continual reference to the players' manual.

The game requires six decisions to be made, thus simulating six quarters of operations in total. For the necessary computer processing to be completed in time, it will be essential that decisions be submitted on-line by the agreed deadlines. Decisions are due by 9 am on the due date. Decisions submitted late will result in a 10% deduction in the final mark for each late decision. Results will be distributed on-line and discussed in the following class.

Decisions will be entered weekly by teams on-line according to a strict timetable. (The onus is on the team to supply decisions on time, correctly entered and in the agreed format.)

Decision Timetable:

Decision 1	9 am	13 March	Decision 2	9 am	20 March	Decision 3	9 am	27 March	Decision 4	9 am	3 April	Decision 5	9 am	24 April	Decision 6	9 am	8 May	15 May	Marketplace Game Decision Results and System Feedback
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Total - 25%

Total mark for this item will be converted to a % out of 25.

On successful completion you will be able to:

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- Critically evaluate and reflect upon specific marketing decisions and marketing strategies

through interactive learning techniques

- Gain experience in the managerial process of marketing through exposure to practical marketing activities

A3 Marketing Report

Due: **As per Unit Schedule**

Weighting: **25%**

A3 Group Marketing Plan

In groups students will write a 3-5 year marketing plan for a new product/service to convince senior management to invest the necessary funds required to successfully implement the plan.

Individual marks will be based on contribution to the group tasks and will be determined by peer assessment.

No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for Disruption of Studies is made and approved.

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- Gain experience in the managerial process of marketing through exposure to practical marketing activities

A4 Final Examination

Due: **TBA in Exam Period**

Weighting: **40%**

A4 Final Examination

An on-line, "open book" exam consisting of three essay style questions (out of five).

Plagiarism and any information sharing between students during the exam period are expressly forbidden. Students should cite any external references (books, articles, URL's) in an accepted referencing style.

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

Any evidence of plagiarism or information sharing between students during the period of the exam will be heavily penalised.

On successful completion you will be able to:

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations

Delivery and Resources

Technology Used

The course will make use of iLearn and email for communication with the teaching staff and between students.

Students will need access to a reliable Internet service to complete this unit.

Course material is available on the learning management system (iLearn).

<https://ilearn.mq.edu.au/login.MQ/>

Required Text

Elliott, G., Rundle-Thiele, S. and Waller, D. (2014), *Marketing* (Third Edition), Brisbane: John Wiley & Sons.

This text is also available as an e-book.

Students should also consult the wide range of marketing journals such as the following (via the Macquarie University library):

- * Journal of Marketing
- * Journal of Marketing Management
- * Journals of Consumer Research
- * Journal of Marketing Research
- * Harvard Business Review
- * European Journal of Marketing

- * International Journal of Research in Marketing
- * Business Horizons
- * Management Science
- * Industrial Marketing Management
- * Journal of Retailing
- * Australian Journal of Management
- * Australian Marketing Researcher
- * Asia-Australia Journal of Marketing
- * The Economist
- * Business Review Weekly

Changes since the last offering of this unit:

Nil

Unit Schedule

Week	Session	Session Topic	Seminar Required Reading/Assessment
1	24 February 2015	Course Introduction; What is Marketing?	Chapter 1
2	3 March 2015	Marketing Planning & Growth Strategies	Chapter 2
3	10 March 2015	Marketing Information Systems & Market Research	Chapter 3; Marketplace Game Decision 1, due 9 am 13 March
4	17 March 2015	Consumer & Organisational Buyer Behaviour,	Chapters 4 & 5 ; Marketplace Game Decision 2, due 9 am 20 March
5	24 March 2015	Market Segmentation & Target Marketing.	Chapter 6; Marketplace Game Decision 3, due 9 am 27 March
6	31 March 2015	New Product Development; Product Life Cycle & Branding - Site Visit - Details to be confirmed	Chapter 7; Marketplace Game Decision 4, due 9 am 3 April
Mid Semester Break 3-19 April			
7	21 April 2015	Services Marketing - Site Visit - Details to be confirmed	Chapter 11; Marketplace Game Decision 5, due 9 am, 24 April
8	28 April 2015	Mid-Term Quiz	
9	5 May 2015	Pricing	Chapter 8; Marketplace Game Decision 6, due 9 am, 8 May

10	12 May 2015	Promotion	Chapter 9; Marketplace Game Decision Results and System Feedback
11	19 May 2015	Distribution Channels	Chapter 10
12	26 May 2015	Electronic Marketing	Chapter 12; Submission of Group Marketing Plan due 9 am 29 May
13	2 June 2015	Marketing Plan presentations; Course Review; Exam Preparation	

Learning and Teaching Activities

Seminar

Lecturers and tutorials combined from staff

Simulation activities

Participation in the decision-making aspects re the development of a Market Place simulation game over 6 periods

Workshop Activities

Students to work through case studies and exercises during seminars

Personal Reading

Reading through journal articles, textbooks and online resources

Site Visit

Visit and discussion with marketing personnel in the area of innovation and or services marketing

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://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, 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.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Support

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

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 Services and 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.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website

at: <http://www.campuslife.mq.edu.au/campuswellbeing>

UNIWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions

IT Help

For help with University computer systems and technology, visit <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.

IT Help

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

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.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

Graduate Capabilities

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 the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques
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Assessment tasks

- A1 Class Test
- A2 Simulation Game Coursework
- A3 Marketing Report
- A4 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

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
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Assessment tasks

- A2 Simulation Game Coursework
- A3 Marketing Report
- A4 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

- Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Recognise the central importance of marketing in contributing to organisational health and prosperity

- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques
- Gain experience in the managerial process of marketing through exposure to practical marketing activities

Assessment tasks

- A2 Simulation Game Coursework
- A3 Marketing Report
- A4 Final Examination

Changes from Previous Offering

(Nil)

Research and Practice and Sustainability

Research and Practice and Sustainability

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

The marketing plan and marketing simulation game are designed to allow you learn and demonstrate your understanding of current industry marketing practices. In addition, there will be regular classroom discussion of current marketing issues, as discussed in the business press, and how they relate to the course lecture material.

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn.

- Additional References Aaker, D., Mills, M. 2005, Strategic Market Management Pacific Rim Edition, Wiley and Sons
- Davis, J and DeVinney, T (1997), Essence of Corporate Strategy, Sydney: Allen & Unwin.
- Grant, R. M. (2002) Contemporary Strategy Analysis: Concept, Techniques, Applications. (4th Edition). Blackwell Publishing
- Guiltinan, J., Paul, G.W., Madden, T.J. 1997, Marketing Management: Strategies and Programs 6th Edition, McGraw–Hall, USA
- Hamel, G. (2000), Leading the Revolution, Boston: Harvard Business School Press Jain, S.C. 2004, Marketing: Planning and Strategy, 7th Edition,
- Thomson Kotler, P., Kevin Lane Keller 2006, Marketing Management, 12th Edition, Prentice Hall. Lambin, J (1997), Strategic Marketing Management, London: McGraw-Hill

- Lehman, D., Winer, R. Analysis for Marketing Planning 5th Edition, McGraw-Hill, USA, 1997.
- Markides, C. (1999), All the right moves: A guide to crafting breakthrough strategy, Boston: Harvard Business School Press
- Walker, O.C., Mullins, J.W., Boyd, H.W. Larreche, J.C. 2006, Marketing Strategy-A Decision- Focused Approach, Fourth Edition, Irwin McGraw–Hill Irwin
- Whitwell, G., Lukas, B., Doyle, P. 2003, Marketing Management: A Strategic, Value based Approach, Milton, QLD: John Wiley & Sons.
- Achrol, Ravi S. (1991), "Evolution of the Marketing Organization: New forms for Turbulent Environments," Journal of Marketing, 55, (October), 77-93.
- Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2001), "Market Response to a Major Change in the Marketing Mix: Learning from Proctor and Gamble's Value Pricing Strategy," Journal of Marketing, 65 (January), 44-61.
- Bayus, Barry, "Are Product Life Cycles Really Getting Shorter?" (1994), Journal of Product Innovation Management, 11, 300-308.
- Day, George, Allan Shocker, and Rajendra Srivastava (1979), "Customer-Oriented Approaches to Identifying Product Markets," Journal of Marketing, Fall, 8-19.
- Day, G.S. 1999, "Creating a Market Driven Organisation", Sloan Management Review, Fall , 11-21.
- Day, G.S. 2000, "Managing Market Relationships", Journal of the Academy of Marketing Science, 28(1), 24-30.
- Dickson, Peter R. (1992), "Toward a General Theory of Competitive Rationality," Journal of Marketing, 56 (January), 69-83.
- Glazer, Rashi (1991) "Marketing in an Information-Intensive Environment: Strategic Implications of Knowledge as an Asset," Journal of Marketing, 55 (October), 1-19.
- Hamel, Gary and C. K. Prahalad (1991), 'Corporate Imagination and Expeditionary Marketing,' Harvard Business Review, (July-August), 81-92.
- Hunt, S.D., Morgan, R.M. 1995, "The comparative advantage theory of competition," Journal of Marketing, 59(2), 1-15
- Kohli, A.K., Jaworski, B.J. 1990, "Market Orientation: The construct, research propositions, and managerial implications", Journal of Marketing; New York, 54,(2), 1-18. Kohli, A.K., Jaworski, B.J. 1993, "Market orientation: Antecedents and consequences", Journal of Marketing, 57, (3), 53-81.
- Lambkin, Mary and George Day (1989), "Evolutionary Processes in Competitive Markets: Beyond the Product Life Cycle," Journal of Marketing, 53, 3 (July), 4-20.

- Leeflang, Peter S. H. and Dick R. Wittink (2001), "Explaining Competitive Reaction Effects," *International Journal of Research in Marketing*, 18, 119-137.
- Massy, Frank and Barton Weitz (1977) "A Normative Theory of Market Segmentation," in Franco Nicosia and Yoram Wind, (eds.), *Behavioral Models for Market Analysis: Foundations for Marketing Action*, Hinsdale, Illinois:
- Dryden. McKee Daryl, P. Varadarajan, and W. Pride (1989), "Strategic Adaptability and Firm Performance: A Market-Contingent Perspective," *Journal of Marketing*, 53, (July), 21-35.
- Porter, M. E. (Ed.) 1980 and 1998, *Competitive Strategy: Techniques for Analysing Industries and Competitors*, Free Press, New York.
- Webster, F.E. 1992, "The changing role of marketing in the corporation", *Journal of Marketing*, 56, (October), 1-17.

It will be assumed that you will have read the chapters assigned each week prior to attending lectures. The text covers some of the basic material and provides numerous examples. There will also be a small number of additional readings from other sources that will be provided to you via iLearn.

Marketing Journals:

Students should also consult the wide range of marketing journals, available through Macquarie Library, such as the following:

- Australasian Marketing Journal
- Journal of Marketing
- Journal of Marketing Research
- European Journal of Marketing
- Journal of Consumer Research
- Journal of marketing Management
- Harvard Business Review
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of Advertising
- Industrial Marketing Management
- Business Horizons
- Harvard Business Review