



MKTG101

Marketing Fundamentals

S3 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

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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 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://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy.
- Recognise marketing's role in business and in society

General Assessment Information

Class Tests - Two Multiple Choice Tests in Tutorials (December 14th and Jan 4th) - 20%

Each test is worth 10% and consists of 30 multiple choice questions. Test 1 will cover all material in Lectures 1-3 while Test 2 will cover all material in Lectures 4-6

Penalties: No extensions will be granted. Students who do not complete the tests during the assigned tutorials will be awarded a mark of 0 for the task. Consideration for missed tests will only be considered with a Disruption to Studies application and will only be approved in exceptional circumstances.

Marketing Plan - Written report due 11.59 pm Tuesday Jan 19th. Presentations in tutorials (Dec 11th, 18th Jan 8th,15th) - Written report - 20%, Presentation 10% - 30% TOTAL

Group assignment consisting of 5 students per group. Groups will be allocated in the first tutorial (Dec 7th). Written report is due online to Turnitin by 11.59pm on Tuesday the 19th of January. Presentations are to be done in the tutorials indicated above.

Penalties: No extensions will be granted.

- Please ensure you submit your soft copy of the written component of your marketing plan to the correct Turnitin link before 11.59 pm, Tuesday 19th January 2016
- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% of the eligible marks per day
- You should not exceed the 5,000 word limit. (This limit includes the reference list, title page and in-text references, tables and figures, and all appendices). Exceeding the limit by an appreciable amount (i.e. > 10%) may lead to a significant deduction of marks.

Tutorial Discussion Questions in Tutorials : Dec 9th, Dec 16th, Jan 6th, Jan 11th and Jan 13th - 10%

Students will be expected to prepare answers to assigned questions taken from the textbook and other sources and should be prepared to present and defend their answers when called on during the tutorials. Students must be prepared to submit a typed copy of the answers to the assigned questions to their tutor at the beginning of the nominated discussion tutorials. **Three times** (selected at random) during the five nominated tutorials your tutor will collect the answers from all students in the class for grading. Each tutorial's answers collected and graded will be worth a maximum of 5% of the total assessment marks available in MKTG101. **The best two out of the three collections (5% each) will count for the total assessment weight of 10%.**

Penalties: No extensions will be granted. Students who are absent from tutorials or do not submit a typed copy of the answers in the tutorials where answers are collected by the tutor will receive zero marks for that tutorial's assessment task. Students must submit a copy in class and must remain in class for the duration of the tutorial to be eligible for marks for the tutorial discussion questions assessment task.

No submissions will be accepted by email or after the class is completed.

Assessment Tasks

Name	Weighting	Due
<u>Class Tests</u>	20%	Dec 14th, Jan 4th
<u>Marketing Plan</u>	30%	Tuesday 19 January 11.59pm
<u>Final Examination</u>	40%	Examination period
<u>Tutorial Discussion Questions</u>	10%	Dec 9, 16 Jan 6, 11,13

Class Tests

Due: **Dec 14th, Jan 4th**

Weighting: **20%**

This assessment total mark of 20% will consist two multiple choice tests in tutorials on December 14th and January 4th. Each test is worth a total of 10% of the total assessment marks and will consist of 30 multiple-choice questions. Class tests must be taken during the assigned weeks in the student's assigned tutorial time. The first class test (Dec 14th) will cover all material (slides, text book, tutorials) associated with Lectures 1-3 while the second class test will cover all material (slides, text book, tutorials) associated with Lectures 4-6.

Penalties: No extensions will be granted. Students who do not undertake the class tests will be awarded a mark of 0 for each test missed unless an application for Disruption to Studies is approved. Applications for Disruption to Studies will only be approved in exceptional circumstances.

On successful completion you will be able to:

- Develop an informed understanding of marketing theory and practice.
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- Identify the role of marketing as an organisation-wide philosophy.
- Recognise marketing's role in business and in society

Marketing Plan

Due: **Tuesday 19 January 11.59pm**

Weighting: **30%**

Due: Written: 11.59pm, Tuesday Jan 19th; Presentations: December 11th, Dec 18th, Jan 8th and Jan 15th

Weighting: **30%** (20% written component; 10% for presentation component)

Students will be placed into groups of 5 maximum in the first class (Monday 7th December). Once groups have been formed, each group will start planning the various components of the marketing plan, using the textbook example as a “template”.

You are expected to conduct research from various sources for your marketing plan. Accordingly, you must correctly reference all external sources (e.g., secondary data, business press, academic articles, etc.), in the References section of your marketing plan.

Group presentations are worth a maximum of 10%. Written marketing plans are worth a maximum of 20%.

Penalties: No extensions will be granted.

- Please ensure you submit your soft copy of the written component of your marketing plan to the correct Turnitin link before 11.59 pm, Tuesday 19th January.
- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% of the eligible marks per day.
 - That is, reports received after 11.59pm Tuesday 19th January but before 11.59 pm, Wednesday 20th January will lose 20% of the eligible marks for this assessment.
 - Those received after 11.59pm Wednesday 20th January but before 11.59pm Thursday will lose 40% eligible marks for this assessment.
- You should not exceed the 5,000 word limit. (This limit includes the reference list, title page and in-text references, tables and figures, and all appendices). Exceeding the limit by an appreciable amount (i.e. > 10%) may lead to a significant deduction of marks.

This Assessment Task relates to the following Learning Outcomes:

- Recognise marketing's role in business and in society
- Identify the role of marketing as an organisation-wide philosophy.
- Explain and analyse key marketing objectives and strategies.
- Review the external factors influencing an organisation's marketing strategies.
- Develop an informed understanding of marketing theory and practice

On successful completion you will be able to:

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
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- Recognise marketing's role in business and in society

Final Examination

Due: **Examination period**

Weighting: **40%**

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

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

A 2 hour 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.

On successful completion you will be able to:

- Develop an informed understanding of marketing theory and practice.
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- Recognise marketing's role in business and in society

Tutorial Discussion Questions

Due: **Dec 9, 16 Jan 6, 11,13**

Weighting: **10%**

This assessment task is to be assessed with reference to the material for the following tutorials: Dec 9th, Dec 16th, Jan 6th, Jan 11th and Jan 13th.

Students will be expected to prepare answers to assigned questions taken from the textbook and other sources and should be prepared to present and defend their answers when called on

during the tutorials. Students must be prepared to submit a typed copy of the answers to the assigned questions to their tutor at the beginning of the nominated discussion tutorials. **Three times** (selected at random) during the five nominated tutorials your tutor will collect the answers from all students in the class for grading. Each tutorial's answers collected and graded will be worth a maximum of 5% of the total assessment marks available in MKTG101. **The best two out of the three collections (5% each) will count for the total assessment weight of 10%.**

It is advisable for students to keep another copy of the answers to use as reference for tutorial discussion.

Students who are absent from tutorials or do not submit a typed copy of the answers in the tutorials where answers are collected by the tutor will receive zero marks for that tutorial's assessment task. Students must submit a copy in class and must remain in class for the duration of the tutorial to be eligible for marks for the tutorial discussion questions assessment task. **No submissions will be accepted by email or after the class is completed.** Students who are unwell may be granted consideration for missed tutorial assessments only in exceptional circumstances.

On successful completion you will be able to:

- Develop an informed understanding of marketing theory and practice.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy.
- Recognise marketing's role in business and in society

Delivery and Resources

Delivery and Resources

Classes

This unit in Semester 3 is taught in intensive mode over 4 weeks (Monday, Wednesday, Friday in weeks commencing Dec 7th, 14th, Jan 4th and 11th) . There are three 2 hour lectures each week on the days indicated above plus a one-hour tutorial held on each of the above days after the lecture (There will be 3-4 different tutorial groups). Lecture notes will be available on iLearn. Please note that they are only a summary of the 2 hour lecture usually in bullet point format.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/> Maximum size for each tutorial is 30 students. Once allocated to a class a student **will not** be able to change unless there are places in another class or someone in the other class is willing to swap.

Unit Structure

This unit will be conducted in a thrice weekly times two hour lecture and one hour tutorial format (3 lectures and 3 tutorials per week for 4 weeks - Total of 9 hours lectures/tutorials per week). Students will form into groups during the tutorials on December 7th.

Tutorial/Group Sessions

Tutorials/Group sessions in this course are conducted each week commencing on December 7th. Class sizes are limited.

You must sign on for your preferred session electronically. Once you are included in a tutorial, you **MUST** only attend that tutorial at the specific tutorial time indicated. Changes will not be permitted after the second lecture on December 9th.

Changes must be formalised via the E-Student enrolment site. Attendance will be taken in tutorial class each day of classes.

Requirements to Complete the Unit Satisfactorily

1. Students are required to achieve satisfactory performance over the **total** of the assigned assessment tasks
2. Students must participate and contribute to a satisfactory standard in the group work component of assessment. Once a student has been allocated a group in the first tutorial or first week no changes can be made. Groups will be formed in specific tutorial streams and no group formation across different streams will be permitted. It is the group's responsibility and hence the responsibility of each student in the group to ensure that any group issues are resolved so that there is no impact on the group's assessment submissions.

Required Textbook

The textbook to accompany this unit is: Elliott, G., Rundle-Thiele, S. and Waller, D. (2014), "Marketing"

3rd edition, John Wiley and Sons Ltd, Australia

ISBN: 978 1 118: 624173

You can buy this book from the Co-Op Bookshop on campus, either stand alone or bundled. Bundling options provide additional resources to help in your university work. Both hard copy and e-book are acceptable for this unit. The link for e-book and bundling are available through Wiley direct: <http://www.wileydirect.com.au/macquarie-uni-marketing-3rd-edition/>

And from the Co-Op Bookshop: ISBN: 9780730318460 / Marketing 3E + iStudy v3 + Communication Skills Handbook 4E

Elliott + Summers / RRP \$ 162.95 member price \$ 151.55

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources
- This unit gives you opportunities to conduct your own research
- This unit gives you practice in applying research findings in your assignments

Writing Skills

Burton, L. 2010. *An Interactive Approach to Writing Essays and Research Reports in Psychology*, John Wiley & Sons, Australia

McMillan, K. & Weyers, J. 2010. *How to Write Essays & Assignments*, Pearson Education, United Kingdom

Technology Used: Unit web page

Please note the unit's logon iLearn address is: <http://ilearn.mq.edu.au>

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student's responsibility to regularly check iLearn. The lectures in this unit will be recorded using iLearn.

Unit Schedule

Date	Lecture	Topic	Text Chapter	Tutorial	Tutorial Topic/Chapters
7th Dec	1	Intro	1	Intro/Admin	Introduction/Admin
9th Dec	2	Market Environment	2	Discussion 1	Intro/Environment - Chapters 1, 2 READ: Chapters 1,2 SUBMIT: Discussion 1 questions
11th Dec	3	Market Research	3	Marketing Plan 1	Environment Group Presentation 1: 6-8 mins
14th Dec	4	CB (consumer behaviour)	4	Class Test 1	30 MC questions on Lec 1-3
16th Dec	5	BB (business buyer behaviour)	5	Discussion 2	Market Research/CB - Chapters 3, 4 READ: Chapters 3,4 SUBMIT: Discussion 2 questions
18th Dec	6	STP (segment, target, position)	6	Marketing Plan 2	CB/BB/Research Group Presentation 2: 6-8 mins

4th Jan	7	Product	7	Class Test 2	30 MC questions on Lec 4-6
6th Jan	8	Price	8	Discussion 3	BB/STP - Chapters 5, 6
					READ: Chapters 5,6 SUBMIT: Discussion 3 questions
8th Jan	9	Promotion	9	Marketing Plan 3	STP
					Group Presentation 3: 6-8 mins
11th Jan	10	Distribution	10	Discussion 4	Product/Price - Chapters 7, 8
					READ: Chapters 7,8 SUBMIT: Discussion 4 questions
13th Jan	11	Services	11	Discussion 5	Promo/Place- Chapters 9, 10
					READ: Chapters 9,10 SUBMIT: Discussion 5 questions
15th Jan	12	Digital/Social Marketing	12, 14	Marketing Plan 4	4P's
					Group Presentation 4: 6-8 mins

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 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>

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.

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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
- Identify the role of marketing as an organisation-wide philosophy.
- Recognise marketing's role in business and in society

Assessment tasks

- Class Tests
- Marketing Plan
- Final Examination
- Tutorial Discussion Questions

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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
- Explain and analyse key marketing objectives and strategies.
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Assessment tasks

- Class Tests
- Marketing Plan
- Final Examination
- Tutorial Discussion Questions

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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
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Assessment tasks

- Class Tests
- Marketing Plan
- Final Examination
- Tutorial Discussion Questions

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

- Develop an informed understanding of marketing theory and practice.
- Review the external factors influencing an organisation's marketing strategies.
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Assessment tasks

- Class Tests
- Marketing Plan
- Final Examination
- Tutorial Discussion Questions

Changes from Previous Offering

In general the weighting of the major assessment components is the same but there are some changes to how the marks for each assessment component are measured. This unit differs from previous offerings in the following ways:

1. The five online quizzes of multiple choice questions have been replaced by two class tests held in tutorials. The weighting of the two assessments in total is the same as the five online quizzes.
2. The marketing plan non-written component (worth 10%) now consists of 4 small presentations instead of one large presentation. Two of the four presentations will be randomly selected and marked giving a presentation mark of 10%. This is the same as the weighting for the previous presentation component.
3. Tutorial assessment is now based on 3 discussion question collections of which the best 2 will be counted for the tutorial assessment component. This differs from previous offerings where tutorial assessment was based on student contributions to tutorial discussion. The weighting of this component is the same as previous offerings.

Consultation Hours

Teaching staff are there to assist you. Please email them directly to confirm their consultation times.

Please remember that your Tutor is your first port of call for all queries relating to the course content and that you should contact them directly via email.

If your query relates to administration please post your question on the iLearn forum under the “Administrative discussion” forum.

There are several other specific discussion forums on the iLearn site that you may use to seek assistance from your peers, teachers and the teaching assistant staff of this unit. There are five forums for discussion in which you may post questions. These include:

1. General Administration Discussion
2. Student-to-Student Discussion
3. Assessment Discussion
4. Tutorial Discussion
5. 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>

The lecture in this unit will be recorded using iLearn.

Global Context and Sustainability

Global Context and Sustainability

This unit teaches marketing principles that can be applied in a global context. Sustainability issues are included in the Corporate Social Responsibility component of this unit.

Research and Practice

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

Changes since First Published

Date	Description
03/12/ 2015	error in unit schedule has been corrected
03/12/ 2015	unit requirements for satisfactory completion added to delivery and resources section