



MKTG101

Marketing Fundamentals

S1 Evening 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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Wednesday 5-7 pm. Other times by appointment only - please email.

2nd contact

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Teaching Assistant

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Contact via Email

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N/A

Alper Yuceozsoy

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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

Test - Week 5 Tutorial - 10%

40 Multiple Choice questions, 40 minutes to complete in your registered tutorial. **Please note you MUST undertake the test in your own tutorial where your name is on the class roll.**

Penalties: No extensions will be granted. There will be one, and only one, supplementary Test for which you will be eligible ONLY if your Disruption to Studies application is approved. There will be only one date set for the supplementary and you must attend this date. If you have other arrangements, you must re-schedule so you can sit the supplementary test on the designated day.

Quizzes - Best 4 of 5 in Tutorials weeks 3, 6, 7, 9, 11 - 20%

Each quiz is worth 5% and consists of 20 multiple choice questions. Quizzes will be administered by your tutor in tutorial times. **Please note you MUST undertake the test in your own tutorial where your name is on the class roll.**

Penalties: No extensions will be granted. Students who do not attend the tutorial the day the quiz is held will be awarded a mark of 0 for the task. Please note that as the total mark out of 20 is strictly based on the best of four of the five quizzes, students who are unwell on any of the five

quiz days will be granted consideration for missed quizzes **for only one** approval for Disruption to Studies application.

Marketing Plan - Written report due 9am Monday 25 May, Presentations in tutorial weeks 12 and 13 - Written report - 20%, Presentation 10% - 30% TOTAL

Group assignment consisting of 5 students per group. Groups will be allocated in week 2 (first week of tutorials). Written report is due online to Turnitin by 9am on Monday the 25th of May. Presentations are to be done in tutorials during week 12 and 13.

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 9 am, Monday 25 May 2015 (Week 12).
- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 25% per working day.
 - For example, if you submit after 9 am but before 5 pm (say no later than 4.59 pm) on 25 May, you will lose 5 marks from your total score; if you submit after 5 pm Monday 25 May but before 9 am the next day (i.e. Tuesday 26 May), you will lose another 5 marks. If you submit between 9 am and 4.59 pm on Tuesday 26 May you will lose another 5 marks, making a total loss of 15 marks.
- Any marketing plans submitted to Turnitin after 5 pm Tuesday 26 will receive zero.
- 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.

Assessment Tasks

Name	Weighting	Due
<u>Class Test</u>	10%	Tutorial Week 5
<u>Five in-tutorial Quizzes</u>	20%	Weeks 3, 6, 7, 9 and 11
<u>Marketing Plan</u>	30%	Monday 25 May 9am
<u>Final Examination</u>	40%	Examination period

Class Test

Due: **Tutorial Week 5**

Weighting: **10%**

There will be 40 multiple-choice questions. You should attempt all questions. There is no

negative marking. The Test will be conducted during your tutorial time. You will have 40 minutes in which to do the test. Please bring an HB pencil and eraser, along with your student card (mandatory – no card, no Test) with you to your registered tutorial.

Penalties: No extensions will be granted. There will be one, and only one, supplementary Test for which you will be eligible **ONLY** if your Disruption to Studies application is approved. There will be only one date set for the supplementary and you must attend this date. If you have other arrangements, you must re-schedule so you can sit the supplementary test on the designated day.

On successful completion you will be able to:

- Review the external factors influencing an organisation's marketing strategies.
- Identify the role of marketing as an organisation-wide philosophy.
- Recognise marketing's role in business and in society

Five in-tutorial Quizzes

Due: **Weeks 3, 6, 7, 9 and 11**

Weighting: **20%**

This assessment total mark of 20 will consist of four of the best of the five quizzes. Each quiz is worth a total of 5 marks and will consist of 20 multiple-choice questions. Quizzes will be conducted during tutorial time and will be administered by your tutor.

Penalties: No extensions will be granted. Students who do not attend the tutorial the day the quiz is held will be awarded a mark of 0 for the task. Please note that as the total mark out of 20 is strictly based on the best of four of the five quizzes, students who are unwell on any of the five quiz days will be granted consideration for missed quizzes **for only one** approval for Disruption to Studies application.

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.
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- Recognise marketing's role in business and in society

Marketing Plan

Due: **Monday 25 May 9am**

Weighting: **30%**

Due: Written: Week 12; Presentations: Weeks 12 and 13

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

Students will be placed into groups of 5 maximum in the first class (i.e. Week 2 tutorial). 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 quite extensive 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. Please ensure you attend the Research Librarian lecture in Week 2.

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 9 am, Monday 25 May 2015 (Week 12).
- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 25% per working day.
 - For example, if you submit after 9 am but before 5 pm (say no later than 4.59 pm) on 25 May, you will lose 5 marks from your total score; if you submit after 5 pm Monday 25 May but before 9 am the next day (i.e. Tuesday 26 May), you will lose another 5 marks. If you submit between 9 am and 4.59 pm on Tuesday 26 May you will lose another 5 marks, making a total loss of 15 marks.
- Any marketing plans submitted to Turnitin after 5 pm Tuesday 26 will receive zero.
- 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.
- Identify the role of marketing as an organisation-wide philosophy.
- 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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- 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

Unit Structure

This unit 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.

Tutorial/Group Sessions

Tutorials/Group sessions in this course are conducted each week commencing in Teaching Week 2. 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 and group each week. Changes will not be permitted after the end of Week 2.

Changes must be formalised via the E-Student enrolment site. Attendance will be taken in class each week.

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.

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

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 lecture in this unit will be recorded using iLearn.

Unit Schedule

Week Lecture Schedule

Tutorial Schedule and Tasks

1	Introduction	READ: Chapter 1 No tutorials
2	<i>Librarian presentation: Database</i> <i>Research and Referencing</i> Marketing Environment and Market Analysis	READ: Chapter 2 Introduction to course, course structure, assessments, study approach and tutor expectations Discussion of assessments, including early assessment (m.c. Test), Quizzes (m.c.) and Marketing Plan (written and presentations) <ul style="list-style-type: none"> • Form Groups • Discussion Turnitin. Discussion of referencing and paraphrasing.
3	Market Research	READ: Chapter 3 Quiz 1 – 20 m.c. questions
4	Consumer Behaviour	READ: Chapter 4 Marketing Plan Workshop 1 – you must hand your tutor a 250 word one page proposal on the product, the industry, the marketing issues and the company background on which you are basing your marketing plan.
5	Business Buying Behaviour	READ: Chapter 5 Test – compulsory – 40 m.c. questions (based on chapters 1 – 4 inclusive)
6	Segmentation, Targeting and Positioning	READ: Chapter 6 Quiz 2 – 20 m.c. questions
	<i>MID-SESSION/EASTER BREAK</i> <i>Good Friday (3 April) until 20 April</i>	
7	Product	READ: Chapter 7 Quiz 3 – 20 m.c. questions

8	Price	<p>READ: Chapter 8</p> <p>Marketing Plan Workshop 2 – you must bring a hard copy of your draft marketing plan including the information required for Workshop 1 and your Situation Analysis and Macro and Micro factors.</p>
9	Promotion	<p>READ: Chapter 9</p> <p>Quiz 4 – 20 m.c. questions</p>
10	Distribution	<p>READ: Chapter 10</p> <p>Marketing Plan Workshop 3 – please bring a hard copy of your draft marketing plan with all the previous information, plus your segmentation variables, a description of your target market and your objectives and, if possible, some/all of your marketing mix variables to date.</p>
11	Services Marketing	<p>READ: Chapter 11</p> <p>Quiz 5 – 20 m.c. questions</p>
12	<p>GUEST LECTURE</p> <p>Compulsory Attendance - there may be a final examination question related to the guest lecture.</p> <p>(Note: there will NOT be any notes available, nor will information be provided to you by the lecturers or tutors if you miss the lecture. It is incumbent to take notes during the lecture. If you do not attend this lecture, it is up to you to ask a friend/class mate to share their notes with you. Please note that they are under no obligation to do so if they so choose.</p>	<p>Marketing plans must be submitted to Turnitin no later than 9 am Monday 25 May. The following hard copies must be handed to your tutor in your registered tutorial:</p> <ul style="list-style-type: none"> • your marketing plan (with the name and SID next to each heading for the group member who did that section. You must also state each student's name and SID with the list of references they have obtained underneath their name, in the References section of your marketing plan) • your marking rubric (one for each student, with name and SID on each rubric) • a print-out of your Turnitin Originality Report (you must ensure you print-out the correct, colour-coded report) <p>Marketing Plan Presentations – 2 groups @ 15 minutes each</p>
13	Exam Review & Tips	<p>Marketing Plan Presentations – 3 groups @ 15 minutes each</p> <p>Final exam discussion</p>

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 Test
- Five in-tutorial Quizzes
- Marketing Plan
- 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

- 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 Test
- Five in-tutorial Quizzes
- Marketing Plan
- 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

- 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 Test
- Five in-tutorial Quizzes
- Marketing Plan
- 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

- 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 Test
- Five in-tutorial Quizzes
- Marketing Plan
- Final Examination

Changes from Previous Offering

Individual research paper is now replaced with a multiple-choice Test (Week 5) consisting of 40 m.c. questions. Group case studies have been replaced by a group marketing plan. Q&As have been replaced with quizzes, each consisting of 20 mc. Questions. .

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)