MKTG696
Introduction to Marketing Management

S1 Evening 2016

Dept of Marketing and Management

Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>7</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>9</td>
</tr>
<tr>
<td>Learning and Teaching Activities</td>
<td>10</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>10</td>
</tr>
<tr>
<td>Graduate Capabilities</td>
<td>13</td>
</tr>
<tr>
<td>Changes from Previous Offering</td>
<td>16</td>
</tr>
<tr>
<td>Research and Practice and Sustainability</td>
<td>16</td>
</tr>
</tbody>
</table>

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General Information

Unit convenor and teaching staff
Unit Convenor
Abas Mirzaei
abas.mirzaei@mq.edu.au
Contact via abas.mirzaei@mq.edu.au
E4A, Room 520
Thursdays, 3-4 pm. Other times by appointment. Location E4A, Room 520

Lay Peng Tan
laypeng.tan@mq.edu.au

Credit points
4

Prerequisites
Admission to MCom or MBioBus 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://students.mq.edu.au/important-dates

Learning Outcomes

1. Understand the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
2. Recognise the central importance of marketing in contributing to organisational health and prosperity
3. Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
4. Critically evaluate and reflect upon specific marketing decisions and marketing strategies through interactive learning techniques
5. Gain experience in the managerial process of marketing through exposure to practical marketing activities

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Marketing Report</td>
<td>30%</td>
<td>As per Unit Schedule</td>
</tr>
<tr>
<td>A2 Class Test</td>
<td>10%</td>
<td>5 May 2016 (Week 8)</td>
</tr>
<tr>
<td>A3 Simulation Game Coursework</td>
<td>20%</td>
<td>7 weekly decisions</td>
</tr>
<tr>
<td>A4 Final Examination</td>
<td>40%</td>
<td>During the Exam Period</td>
</tr>
</tbody>
</table>

**A1 Marketing Report**

Due: **As per Unit Schedule**
Weighting: **30%**

**A1 Group Marketing Plan**

In groups students will **write and present** 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.

In week one, students will form into groups.

This assignment has two components:

**Presentation (Worth 10%)**

Students are required to present their progress in completing the marketing plan in the following weeks:

<table>
<thead>
<tr>
<th>The breakdown of presentation marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
</tr>
<tr>
<td>------</td>
</tr>
</tbody>
</table>

https://unitguides.mq.edu.au/unit_offerings/54913/unit_guide/print
### The breakdown of presentation marks

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Slides per group</th>
<th>Duration</th>
<th>Marks</th>
</tr>
</thead>
</table>
| 6     | Thursday, 7 April, in Lecture | • The background and the importance of the topic  
• PESTEL Analysis  
• Market Segmentation, Target Audience, Market Positioning | Maximum 6 slides per group, 10 minutes long | 5%         |
| 11    | Thursday 26 May, in Lecture | • Marketing Research  
• SWOT Analysis  
• Marketing Mix Strategies (7Ps) | Maximum 10 slides per group, 12 minutes long | 5%         |

**Total= 10%**

As identified in the table above, your presentation will be graded in three sections each worth 5 marks based on the quality of the material created and presented.

ALL group members must attend their group presentations.

All presentation materials must be uploaded to iLearn prior to the tutorials in which their group presents.

No late material will be accepted. No extensions will be granted. Students who have not submitted the task prior to the deadline or who do not attend the lectures in which their group presents will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

- **Every group member must take a co-leadership role for one section** which means that everyone will present one of the sections and upload material to iLearn.

- **Every group member must complete a peer evaluation** for each member of the group indicating their level of contribution to the overall group work.

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.

**Report Writing (Worth 20% | Due: 3 June, 11:59 pm):**

Students are required to submit their written marketing plan to Turnitin by the due date which is **Week 12, 3 June, 11:59 pm**.

Each group must submit a **4000 words report** (excluding the references) to Turnitin. Exceeding the word limit will be resulted in a 25% mark deduction.

A minimum of 5 scholarly peer reviewed articles and 5 industry reports from Passport **MUST** be integrated throughout the report. Failure to include the 10 sources will be resulted in a 50% mark deduction.

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

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following 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

A2 Class Test
Due: 5 May 2016 (Week 8)
Weighting: 10%

A2 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.

This Assessment Task relates to the following Learning Outcomes:

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

A3 Simulation Game Coursework
Due: 7 weekly decisions
Weighting: 20%
A3 Marketing Simulation Game

Students will participate in the computer-based marketing management and strategy simulation game - Practice Marketing. 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.

Team assessment will be based on results, which is a function of several performance indicators such as net profit, revenue, return on marketing, product and customer satisfaction score.

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

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 seven 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 deadlines. Decisions are due by 11:59 pm 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:**

<table>
<thead>
<tr>
<th>Decision</th>
<th>Week</th>
<th>Time</th>
<th>Practice Marketing Simulation Game Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision 1</td>
<td>4</td>
<td>11:59 pm</td>
<td>24 March</td>
</tr>
<tr>
<td>Decision 2</td>
<td>5</td>
<td>11:59 pm</td>
<td>31 March</td>
</tr>
<tr>
<td>Decision 3</td>
<td>7</td>
<td>11:59 pm</td>
<td>28 April</td>
</tr>
<tr>
<td>Decision 4</td>
<td>9</td>
<td>11:59 pm</td>
<td>12 May</td>
</tr>
<tr>
<td>Decision 5</td>
<td>10</td>
<td>11:59 pm</td>
<td>19 May</td>
</tr>
<tr>
<td>Decision 6</td>
<td>11</td>
<td>11:59 pm</td>
<td>26 May</td>
</tr>
<tr>
<td>Decision 7</td>
<td>12</td>
<td>11:59 pm</td>
<td>2 June</td>
</tr>
</tbody>
</table>
Total - 20%
Total mark for this item will be converted to a % out of 20.

This Assessment Task relates to the following 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

A4 Final Examination
Due: During the Exam Period
Weighting: 40%

A4 Final Examination
An exam consisting of four essay style questions (out of five).

This Assessment Task relates to the following Learning Outcomes:

• 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/

Number and length of classes: 3 hours face-to-face teaching per week for 13 weeks

Students are expected to participate in lectures. Attendance will be taken in class.

**You MUST attend a minimum 11 of the 13 classes. Failure to do so will lead to a major deduction in your overall marks.**

**Required Text**


This text is also available as an e-book.

**Additional recommended textbooks:**


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

- Passport (Euromonitor International)
- McKinsey and Company
- Forbes
- Wall Street Journal
- CNN Money
- 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
- Journal of Brand Management
- Journal of Advertising Research
- Journal of Retailing
- Australasian Marketing Journal
- Australian Marketing Researcher

https://unitguides.mq.edu.au/unit_offerings/54913/unit_guide/print
### Changes since the last offering of this unit:
None


### Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Session</th>
<th>Session Topic</th>
<th>Seminar Required Reading/Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thursday 3</td>
<td>Course Introduction; What is Marketing?</td>
<td>Chapter 1; Group Formation</td>
</tr>
<tr>
<td>2</td>
<td>Thursday 10</td>
<td>Marketing Environment &amp; Growth Strategies</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>Thursday 17</td>
<td>Marketing Information Systems &amp; Market Research</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>Thursday 24</td>
<td>Consumer &amp; Organisational Buyer Behaviour,</td>
<td>Chapters 4 &amp; 5</td>
</tr>
<tr>
<td></td>
<td>March</td>
<td></td>
<td>Practice Marketing Simulation Game Decision Round 1.</td>
</tr>
<tr>
<td>5</td>
<td>Thursday 31</td>
<td>Market Segmentation &amp; Target Marketing.</td>
<td>Chapter 6</td>
</tr>
<tr>
<td></td>
<td>March</td>
<td></td>
<td>Practice Marketing Simulation Game Decision Round 2.</td>
</tr>
<tr>
<td></td>
<td>Mid Semester Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Thursday 28</td>
<td>New Product Development; Product Life Cycle &amp; Branding</td>
<td>Chapter 7;</td>
</tr>
<tr>
<td></td>
<td>April</td>
<td></td>
<td>Practice Marketing Simulation Game Decision Round 3.</td>
</tr>
<tr>
<td>8</td>
<td>Thursday 5</td>
<td>Services Marketing</td>
<td>Chapter 11</td>
</tr>
<tr>
<td></td>
<td>May</td>
<td></td>
<td>Mid-Term Quiz</td>
</tr>
<tr>
<td>9</td>
<td>Thursday 12</td>
<td>Pricing</td>
<td>Chapter 8</td>
</tr>
<tr>
<td></td>
<td>May</td>
<td></td>
<td>Practice Marketing Simulation Game Decision Round 4.</td>
</tr>
</tbody>
</table>
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

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


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 Enquiry Service**

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

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
For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University’s IT, you must adhere to the Acceptable Use of IT Resources 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:
Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

**Assessment task**

- A3 Simulation Game Coursework

**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
• A1 Marketing Report
• A3 Simulation Game Coursework
• A4 Final Examination

Commitment to Continuous Learning
Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Assessment task
• A2 Class Test

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
• 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**

- A1 Marketing Report
- A2 Class Test
- 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
- 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
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- Gain experience in the managerial process of marketing through exposure to practical marketing activities

**Assessment tasks**

- A1 Marketing Report
- A3 Simulation Game Coursework
- A4 Final Examination
Changes from Previous Offering
None

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.


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