



# MKTG101

## Marketing Fundamentals

S2 Evening 2015

*Dept of Marketing and Management*

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#### Disclaimer

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## 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

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

Each quiz is worth 5% and consists of 20 multiple choice questions. Quizzes will be conducted on-line during each of the assigned weeks.

**Penalties:** No extensions will be granted. Students who do not complete the quiz during the assigned period 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 for all of any of the five quiz weeks will be granted consideration for missed quizzes for only one approval for Disruption to Studies application.

### Marketing Plan - Written report due 9am Monday 26 October, 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 26th of October. 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 26 October 2015 (Week 12).
- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% per day.
  - That is, reports received after 9am Monday 26 October but before 9am Tuesday 27 October will lose 20% of their total final mark. Those received after 9am Tuesday but before 9am Wednesday will lose 40% of their total final mark.
- 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 weeks 3, 5, 7, 9, 11 - 10%

You should prepare your answers in writing prior to the tutorials and be prepared to present, and defend, your answers during classroom discussions. You will be marked on the content of your answers and the quality of your contribution to classroom discussions over the twelve weeks of tutorials. While a minimum of 80% attendance at tutorials is expected, you will be entitled to be absent under the usual Disruption to Studies provisions.

**Penalties:** No extensions will be granted. Students who do not complete the tutorial exercise during the assigned week will be awarded a mark of 0 for that week's task.

## Assessment Tasks

Name	Weighting	Due
<u>Five on-line Quizzes</u>	20%	Weeks 3,5,7,9 and 11
<u>Marketing Plan</u>	30%	Monday 26 October 9am
<u>Final Examination</u>	40%	Examination period
<u>Tutorial Discussion Questions</u>	10%	Weeks 3, 5, 7, 9 and 11

### Five on-line Quizzes

Due: **Weeks 3,5,7,9 and 11**

Weighting: **20%**

This assessment total mark of 20 will consist of four of the best of the five quizzes, taken on-line, during weeks 3, 5, 7, 9 and 11. Each quiz is worth a total of 5 marks and will consist of 20 multiple-choice questions. Quizzes can be taken at any time, Monday to Friday, on-line during the assigned weeks.

**Penalties:** No extensions will be granted. Students who do not undertake the quiz during the assigned period 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.
- 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

## Marketing Plan

Due: **Monday 26 October 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 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 26 October 2015 (Week 12).
- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% per day.
  - That is, reports received after 9am Monday 26 October but before 9am Tuesday 27 October will lose 20% of their total final mark. Those received after 9am Tuesday but before 9am Wednesday will lose 40% of their total final mark.
- 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.
- 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

## Tutorial Discussion Questions

Due: **Weeks 3, 5, 7, 9 and 11**

Weighting: **10%**

This assessment task is to be assessed during tutorials in weeks 3, 5, 7, 9 and 11.

Students will be expected to prepare answers to assigned questions, taken from the textbook, and should be prepared to present and defend their answers when called on during the tutorials. Students who are absent from tutorials will receive zero marks for that week's assessment. Students who are unwell will be granted consideration for missed tutorial assessments for only one approved Disruption to Studies application.

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**

### **Classes**

This unit in Semester 2 is taught in normal mode over 13 weeks. There is a 2 hour lecture each week plus 12 one- hour tutorials held every week. Lecture notes will be available on iLearn a week before the lecture. 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 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
- Journal of Marketing Management
- Australasian Marketing Journal

### **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	<p><b>READ:</b> Chapter 1</p> <p>No tutorials</p>
2	<p><i>Librarian presentation: Database</i></p> <p><i>Research and Referencing</i></p> <p>Marketing Environment and Market Analysis</p>	<p><b>READ:</b> Chapter 2</p> <p>Introduction to course, course structure, assessments, study approach and tutor expectations</p> <p>Discussion of assessments, including early assessment Quizzes (m.c.) and Marketing Plan (written and presentations)</p> <ul style="list-style-type: none"> <li>• Form Groups</li> <li>• Discussion of Turnitin.</li> </ul> <p>Discussion of referencing and paraphrasing.</p>
3	Market Research	<p><b>READ:</b> Chapter 3</p> <p>On-line Quiz 1 – 20 m.c. questions Chaps. 1 &amp; 2</p> <p>Tutorial Discussion Questions Chaps. 1 &amp; 2</p>
4	Consumer Behaviour	<p><b>READ:</b> Chapter 4</p> <p><b>Marketing Plan Workshop 1</b> – your group should hand your tutor a list of around three potential marketing plan topics with a brief description of each,</p>
5	Business Buying Behaviour	<p><b>READ:</b> Chapter 5</p> <p>On-line Quiz 2– 20 m.c. questions Chaps. 3 &amp; 4</p> <p>Tutorial Discussion Questions Chaps. 3 &amp; 4</p>
6	Segmentation, Targeting and Positioning	<p><b>READ:</b> Chapter 6</p> <p><b>Marketing Plan Workshop 2</b> – your group should hand your tutor a 250 to 400 word summary of the company and product background on which you are basing your marketing plan together with discussion of Environmental and Competitive and SWOT analyses</p>
7	Product	<p><b>READ:</b> Chapter 7</p> <p>On-line Quiz 3– 20 m.c. questions Chaps. 5 &amp; 6</p> <p>Tutorial Discussion Questions Chaps. 5 &amp; 6</p>
	MID-SESSION BREAK 12 to 27 September	

8	Price	<p><b>READ:</b> Chapter 8</p> <p>Marketing Plan Workshop 3 – please bring a 250 word summary of your segmentation variables, a description of your objectives, target market and positioning.</p>
9	Promotion	<p><b>READ:</b> Chapter 9</p> <p>On-line Quiz 4– 20 m.c. questions Chaps. 7 &amp; 8</p> <p>Tutorial Discussion Questions Chaps. 7 &amp; 8</p>
10	Distribution	<p><b>READ:</b> Chapter 10</p> <p>Marketing Plan Workshop 4 – please bring a 250 word summary of your marketing mix variables to date.</p>
11	Services Marketing	<p><b>READ:</b> Chapter 11</p> <p>On-line Quiz 5– 20 m.c. questions Chaps. 9 &amp; 10</p> <p>Tutorial Discussion Questions Chaps. 9 &amp; 10</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 26 October. The following hard copies must be handed to your tutor in your registered tutorial:</p> <ul style="list-style-type: none"> <li>• your group's marketing plan (with the names, SID's and signatures of each group member on the title page and the names of who did that section (eg "John", "John and Paul" or "all members") shown on the "Contents" page..</li> <li>• your completed individual "Peer Group Assessment" voting form</li> <li>• a print-out of your group's Turnitin Originality Report (you must ensure you print-out the correct, colour-coded report)</li> </ul> <p>Marketing Plan Presentations – 3 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](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](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](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/](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](http://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](http://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](http://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

- Five on-line Quizzes
- 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.

- Identify the role of marketing as an organisation-wide philosophy.
- Recognise marketing's role in business and in society

## **Assessment tasks**

- Five on-line Quizzes
- 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.
- 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**

- Five on-line Quizzes
- 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.
- 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**

- Five on-line Quizzes
- Marketing Plan
- Final Examination
- Tutorial Discussion Questions

## **Changes from Previous Offering**

"Mid-Term Test" has been deleted and replaced with "Tutorial Discussion Questions" over five weeks.

Quizzes (5) previously conducted during tutorials will now be conducted on-line..

## **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)