MKTG101

Marketing Fundamentals

S2 Evening 2019

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor
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john.parker@mq.edu.au
Contact via By email please
Via Appointment
Thursday 2-3PM

Teaching Assistant
John Truong
john.truong@mq.edu.au
Contact via By email please

A tutor contact and consultation list will be posted on iLearn in week 2 of the session
See tutor contact and consultation list on iLearn

Credit points
3

Prerequisites

Corequisites

Co-badged status

Unit description
Marketing refers to the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. In today's competitive business environment, it is important for practitioners to understand the marketing process and the marketing related decisions that organizations must take to satisfy the needs and wants of customers, and create value for stakeholders. This unit covers the principles of marketing. Students learn the role of marketing in business and society, and how marketing is based on an understanding of consumer value. Students gain knowledge of core marketing principles including scoping and analyzing the marketing environment, marketing research, consumer behaviour, and managing the marketing mix to influence consumers. Students learn how to apply core marketing principles to do marketing effectively and sustainably.

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:

Explain and analyse key marketing objectives and strategies.

Identify external factors influencing an organisation's marketing strategies.

Apply critical thinking techniques to the selection, collection, analysis, interpretation, reasoning and evaluation of the key steps in a marketing plan/portfolio.

Assessment Tasks

Name	Weighting	Hurdle	Due
Early critical reflection (MP)	20%	No	Week 4
Assignment Marketing Portfolio	50%	No	Week 9
Final Examination	30%	No	Examination period

Early critical reflection (MP)

Due: **Week 4**
Weighting: **20%**

For this early critical reflection (1000 words aligned with the larger Marketing Portfolio, MP), you are required to collect a portfolio of evidence from the world around you that represents marketing objectives, strategies and tactics. You must seek current information (i.e. 2016 to 2019) and examples from academic and contemporary sources such as newspapers, magazines, websites and social media (e.g. consumer blogs, YouTube).

Penalties: No extensions will be granted. This penalty does not apply to students who have an approved Special Consideration application.

- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% per day. For example, up to 24 hours late equals a 20% deduction, more than 24 hours but less than 48 hours equates to a 40% deduction, and so on.

Please see the Assessment Guidelines on iLearn for further information.

On successful completion you will be able to:

- Explain and analyse key marketing objectives and strategies.
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Assignment Marketing Portfolio

Due: **Week 9**
Weighting: **50%**

For this Marketing Portfolio (MP), you are required to collect a portfolio of evidence from the world around you that represents marketing objectives, strategies and tactics. You must seek current information (i.e. 2016 to 2019) and examples from academic and contemporary sources such as newspapers, magazines, websites and social media (e.g. consumer blogs, YouTube).

The evidence you submit must relate to the following five topics:

1. Market Research and its use in a marketing plan
2. PESTEL and how this affects the introduction of a new product or service
3. SWOT analysis and its use in the marketing plan
4. Segmentation, targeting and positioning in marketing (STP)
5. New product/services launches or brand management: A success and failure

You must write a 500 word critique for each of the 5 topics given (total 2500 words).

Penalties: No extensions will be granted. This penalty does not apply to students who have an approved Special Consideration application.

- Late submissions or those submitted incorrectly in Turnitin will receive a deduction of 20% per day. For example, up to 24 hours late equals a 20% deduction, more than 24 hours but less than 48 hours equates to a 40% deduction, and so on.

Please see the Assessment Guidelines on iLearn for further information.

On successful completion you will be able to:

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Final Examination

Due: **Examination period**
Weighting: **30%**

It is a "closed book" 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.

Penalties: Failure to take the final exam will result in 0 marks for the final exam. This penalty does not apply to students who have an approved Special Consideration application.

Please see the Assessment Guidelines on iLearn for further information.

On successful completion you will be able to:

- Explain and analyse key marketing objectives and strategies.
- Identify external factors influencing an organisation's marketing strategies.

Delivery and Resources

Classes

There is a 2 hour lecture and a one hour tutorial held every week. Please note that tutorials will be held in week 1 for this unit. 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 lecture is normally recorded on Echo360. Technical and other issues may preclude this from time to time.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Tutorial Sessions

Once allocated to a tutorial class a student will not be able to change.

You must sign on for your preferred tutorial class electronically. Once you are included in a tutorial, you MUST only attend that tutorial each week. Changes will not be permitted after the end of Week 2.

Attendance will be taken for tutorials.

Required Textbook

The textbook to accompany this unit is: Elliott, G., Rundle-Thiele, S., Waller, D., Smith, S., Eades, L., and Bentrott, I. (2018), "Marketing" 4th Ed, John Wiley and Sons Ltd, Australia

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/buy/marketing-4th-edition/

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.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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

If you are a Global MBA student contact globalmba.support@mq.edu.au

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.

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

- Explain and analyse key marketing objectives and strategies.
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Assessment tasks

- Early critical reflection (MP)
- Assignment Marketing Portfolio
- 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:

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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

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