



# MKTG208

## Marketing Management

S2 Day 2019

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Lecturer, Unit Convenor

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Thursdays 11am - 1pm

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

In competitive business environments, developing and managing superior value offerings for customers is vital. Managing the marketing offering of a firm is central to market success. To that end, practitioners need to own a set of skills and be able to utilise a mix of tools to target and satisfy their consumers' needs. This unit develops students' knowledge and skills to identify target markets, shape a product mix, deliver value to target markets through a communication mix, identify distribution channels, and formulate a pricing mix. Students develop skills of setting objectives, identifying problems, identifying and evaluating alternatives, and implementing an optimal decision.

## 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:

Identify, evaluate, and discuss marketing concepts.

Identify, analyse, and discuss marketing management problems.

Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Case Analysis Submission</u></a>	75%	No	Week 4 to Week 13
<a href="#"><u>In-class Activities</u></a>	15%	No	Week 2 to Week 13
<a href="#"><u>Group Video Submission</u></a>	10%	No	Week 8

### Case Analysis Submission

Due: **Week 4 to Week 13**

Weighting: **75%**

#### Task Description

There are two parts to this task. The first is the Case Summary, the second is the Case Analysis Submission. A “Case Analysis Submission” cannot be made unless the relevant “Summary” has been uploaded prior.

Case discussions are conducted in the workshop that takes place during the seminar. Students are required to participate in case discussions by asking and responding to questions. Students’ case analysis submissions (the second part of the task) are predominantly based on what is learnt from case discussions (not the case per se).

While the case discussions in workshops are recorded, the audio-recording equipment does not guarantee consistently high quality recording. Hence, attending all seminars and workshops is optimal.

Prior to any Case Analysis Submission, students must write a Case Summary for **all 10 cases** discussed in workshops. These “summaries” will be submitted through the link provided for *Case Summaries* on [iLearn](#). Please see more details on summary submissions on [iLearn](#) including the areas to include (i.e., the rubrics) and the word limit (i.e., 150 words). These Case Summaries must be submitted prior to the seminar appropriate to students’ enrolment (i.e., prior to 9 am or 12 pm on Wednesdays).

Upon completion of a case discussion during the weekly workshops, the lecturer will reveal, via [iLearn](#), a list containing the student IDs (SIDs) of those selected to submit the case analysis submission for that week. In other words, all students will submit a Summary for each case, but only selected students will then submit the “Case Analysis Submission”. Throughout the semester, each student must submit the 5 (five) cases that they are assigned out of the 10 (ten) total cases. The selection process is completely random and SIDs will be released on a weekly basis. Only students selected for the week must complete and submit their case analysis submission via the Turnitin link available on [iLearn](#) for each case. If a student misses his/her SID on [iLearn](#) for a week, then that specific Case Analysis Submission will eventually receive a zero at the end of the semester and the total number of Case Analysis Submissions for the student will be 4 instead of 5. Please note that if a student submits a Case Analysis Submission while not

being selected, the submission will be initially marked; nonetheless, at the end of the semester through matching allocations and students' submissions, the mark for that unassigned but submitted assignment will be dropped.

Please see more details on case analysis submissions on [iLearn](#) including the areas to include. Note also that the Case Analysis Submission must include an exact copy of the Case Summary that was uploaded prior to the seminar. The deadline for case analysis submissions is by 11 pm of the Friday night after the seminar date.

The following penalties are applicable:

- Case Analysis Submissions which have not met the **pre-requisite** (i.e., the student did not submit the appropriate case summary prior to the seminar) will receive a zero\*.
- Case Analysis Submissions which contain Case Summary change will incur **50% penalty** for the entire submission.
- Submissions that exceed the word limit (i.e., 600 words in total) will incur **20% penalty** for **any additional 1-100** word(s) or part thereof.
- Submissions with a high similarity rate on Turnitin will be subject to a marks penalty as per the rubric. They may also incur up to **50% penalty** for the entire submission for a significantly high similarity rate. Submissions that include exact copies from any source, and significantly high similarity, will be on hold and the student will be referred to the Faculty Hearing Committee for a decision on their Case Analysis Submission.

\*This penalty does not apply for cases with an approved application for Special Consideration.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

**Note:** the above procedure does not hold for practice cases in Weeks 2 and 3.

Type of Collaboration

Individual

Submission

Please submit via Turnitin on [iLearn](#).

Format

Please refer to the [iLearn](#) unit page.

Length

600 words (everything included - no references required)

Inherent Task Requirements

Submission of case summaries every week (4-13) by the due date.

Late Submissions

Late submissions must also be submitted through Turnitin. No extensions will be granted. Late submissions are subject to **10% penalty** for **every 24 hours up to 72 hours**.

This penalty does not apply for cases with an approved application for Special Consideration.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Satisfactory completion of unit

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

On successful completion you will be able to:

- Identify, evaluate, and discuss marketing concepts.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## In-class Activities

Due: **Week 2 to Week 13**

Weighting: **15%**

Task Description

At the end of every case analysis discussion in workshops, the case conductor will rate students' performance based on their preparation and their reflection on questions and answers. Please see the rubric for In-class Activities on [iLearn](#). Students must have their name plates in front of them during the duration of the seminars and workshops. Failure to do so will be translated into an absence for the student in the case conductor's evaluation form.

There are 12 (twelve) cases, so each student will be evaluated on his/her discussions twelve times. At the end of the semester, 2 (two) of the lowest marks will be dropped, and the average of the 10 (ten) remaining ratings will be transformed to an index out of 15, which will appear in gradebook.

Please note, for students to be assessed for this task, they need to be physically present in the seminar and workshops. Please see the rubric for In-class Activities on [iLearn](#).

**Note:** the above procedure also holds for practice cases in Weeks 2 and 3.

Type of Collaboration

Individual

Submission

None

Format

None

Length

None

Inherent Task Requirements

None

Late Submissions

N/A

Satisfactory completion of unit

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

On successful completion you will be able to:

- Identify, evaluate, and discuss marketing concepts.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

## Group Video Submission

Due: **Week 8**

Weighting: **10%**

Task Description

This task has three parts—a group video submission, a reflective summary and a peer review submission.

Students will work in groups of 5 members. Each group will collaborate to produce a video reflecting their understanding and perceptions of marketing. The focus of this assignment is on creativity and originality. In up to 5 seconds maximum (depending on the number of members per group: **1 second per member**—for example, 3 seconds for a group of 3), students should reflect on their holistic understanding of marketing. As an example, this could be a video capturing a transaction. Please see more details in the rubrics available on [iLearn](#).

Along with the video, each group must submit a summary reflecting their thoughts behind their video. This is where a group must explain the underpinning theories/concepts reflected in their video. Please see more details in the rubrics available on [iLearn](#).

Prior to the week 8 submission, **all** group members must fill out, sign, and submit a peer evaluation form, without which their video assignment will not be marked. **Failure** to do so would lead to a group's assignment being on hold for two weeks only, after which a **zero** will be applied to all group members. Based on individuals' inputs and participation level, an individual mark will be given to each member of the group.

Type of Collaboration

## Group

## Submission

Please submit via the Video Submission link on [iLearn](#).

Please note **all 3 materials** (a video file, a reflective summary, and a completed peer evaluation form) must be submitted at once via the Video Submission link on [iLearn](#).

## Format

Please refer to the [iLearn](#) unit page.

## Length

5 seconds for the video (more specifically,  $n \times 1$  seconds where  $n$  stands for the number of members in a group), and 250 words for the reflective summary (more specifically,  $m \times 50$  words where  $m$  stands for the number of members in a group).

A video of more than appropriate seconds and/or a reflective summary of more than the appropriate word-limit will incur **50% penalty**. A video of more than 7 seconds will lead to **a zero** for the entire assignment (including the reflective summary). These penalties will be applied to all group members.

Please see more details about **critical considerations** in the rubrics available on [iLearn](#).

## Inherent Task Requirements

None

## Late Submissions

Late submissions must also be submitted through the appropriate link on [iLearn](#). No extensions will be granted. Late submissions are subject to **20% penalty** for **every 24 hours up to 72 hours**.

This penalty does not apply for cases with an approved application for Special Consideration.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

## Satisfactory completion of unit

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

On successful completion you will be able to:

- Identify, evaluate, and discuss marketing concepts.

# Delivery and Resources

Seminars and workshops are conducted in the active learning space at Macquarie University (please see [timetables](#) for details appropriate to your enrolment time). The lecturer will deliver seminars on core concepts of marketing—these seminars would take one hour per week. Upon completion of seminars, workshops begin. Workshops will be conducted by three facilitators (including the lecturer). Each facilitator will conduct case discussions in groups of 25-30

students. A typical case will take around an hour, after which group discussions begin. In the last hour of the seminar/workshop, all group members must discuss potential solutions/remedies that the firm (in the focal case) could utilise to solve their problem(s) or enhance their performance. Groups have 20 minutes to come up with remedies and discuss their appropriateness. During the last 30 minutes of the workshop, the lecturer will list all remedies suggested by groups and discuss their relevance/appropriateness in line with theories. In short, each week you will have:

- A seminar for 1 hour;
- A workshop for 1 hour;
- A group discussion for up to 20 minutes;
- A finalising, interactive summary by the lecturer on remedies for around 30 minutes.

Resources include:

Cases: 12 Harvard Business School cases, available on iLearn <https://ilearn.mq.edu.au/login/>

Textbook: Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, published by Pearson.

Only selected chapters from the textbook will be used. A Pearson custom book version of the textbook, including only the assigned chapters, has been negotiated with publisher. The chapter numbering should be the same. If there are differences, you will be informed in the first weeks.

Technology used and required:

Access to a personal computer is required to complete tasks on iLearn.

### Important Notice

- Students must familiarise themselves with the unit's iLearn site.
- Students should access the unit's iLearn site regularly (minimum twice a week and before and after all seminars and workshops) and check for updates and posts.

### Timetable:

Details of teaching times and locations are available at: [http://students.mq.edu.au/student\\_admin/timetables](http://students.mq.edu.au/student_admin/timetables)

## Unit Schedule

Weeks	Topic	Case	Reading
1	Introduction to the unit; How to read and analyse a case; Introduction to key marketing concepts		

2	Discussion on key marketing concepts (Cont'd)	L'Oreal	
3	Discussion on key marketing concepts (Cont'd); Segmentation	Vanguard	Chapters 10 & 11
4	Segmentation (Cont'd)	Sony	
5	Product	Bang & Olufsen	Chapters 12 & 13
6	Product	Oasis of the Sea	Chapter 9
7	Promotion	British Airways	Chapters 17 & 18
8	Promotion	US Army	Chapter 19
9	Place	Marks & Spencer	Chapter 15
10	Place	Eco7	Chapter 16
11	Price	Kingsford	Chapter 14
12	Price	J.C. Penney's	
13	Using the 4Ps	Cialis	

## 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) (<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) (<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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](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)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

#### Learning outcomes

- Identify, evaluate, and discuss marketing concepts.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

#### Assessment tasks

- Case Analysis Submission
- In-class Activities

### 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

- Identify, evaluate, and discuss marketing concepts.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

#### Assessment tasks

- Case Analysis Submission
- In-class Activities

- Group Video Submission

## 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

- Identify, evaluate, and discuss marketing concepts.
- Identify, analyse, and discuss marketing management problems.
- Identify, discuss, and communicate solutions to diverse audience, and make marketing recommendations.

### Assessment tasks

- Case Analysis Submission
- In-class Activities
- Group Video Submission

## Changes since First Published

Date	Description
18/07/2019	Case studies information updated in unit schedule