



MKTG696

Introduction to Marketing Management

S1 Evening 2019

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor / Lecturer

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Tuesday, after class or by appointment

Lecturer

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Monday 2-3pm, or by appointment

Credit points

4

Prerequisites

Admission to MCom or MBioBus or MIntBus or MIntBusMIntComm or MIntBusMIntRel or MAcc(Prof)MCom

Corequisites

Co-badged status

Unit description

Marketing is the co-ordinated and integrated efforts of an organisation to satisfy relevant customer needs and achieve appropriate organisational goals. It involves a systematic process whereby opportunities are identified and strategic steps are implemented. New techniques, tools and technologies are constantly being adopted by marketers, leading to a new marketing environment that demands greater efficiency and effectiveness to market products, services and brands. This unit develops students' knowledge of marketing concepts and frameworks. Students will learn the central importance of marketing in contributing to organisational success through critically analysing, discussing and evaluating marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations.

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

Demonstrate the central importance of marketing in contributing to organisational success

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 for individuals and groups

Assessment Tasks

Name	Weighting	Hurdle	Due
A1 Marketing Plan	40%	No	As scheduled
A2 Assignment	20%	No	Week-10
A3 Final Examination	40%	No	During University Exam period

A1 Marketing Plan

Due: **As scheduled**

Weighting: **40%**

Task Description

In groups, students will develop a marketing plan for a new product/service to convince senior management to invest the necessary funds required to successfully implement the plan. This assignment has various components: Two Progress Presentations and a Written Marketing Plan.

Type of Collaboration

This assignment which will be assessed on both individual and group performance.

Format / Length

Progress Presentations: All groups are expected to present their work in class - two presentations, 10 mins each

Individual Written Marketing Plan: All students are required to complete a written plan

individually - maximum 10 pages.

Please refer to the MTG696 iLearn Unit page for more details.

Submission

Detailed assessment guide including submission details and marking criteria will be available on the MKTG696 iLearn Unit page

Due Date

Progress Presentations: Week-7; Week-12

Written Marketing Plan: Week-13

Additional Notes on Late Submissions

Presentations: No extension will be granted. Students who are absent or do not participate in the presentation will get 0% automatically.

Written Plan: 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). Late submissions will be accepted up to 72 hours after the due date and time. This penalty does not apply for cases in which an application for special consideration is made and approved.

Transference of marks is not permissible across assessment tasks.

On successful completion you will be able to:

- Explain the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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A2 Assignment

Due: **Week-10**

Weighting: **20%**

Task Description

Students will participate in the computer-based marketing simulation game and complete a written task. 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.

Type of Collaboration

Individual

Format / Submission

Details of tasks to be completed including the format, submission details and marking criteria will be available on the MKTG696 iLearn Unit page.

Additional Notes on Late Submissions

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). Late submissions will be accepted up to 72 hours after the due date and time. This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Explain the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
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- Gain experience in the managerial process of marketing through exposure to practical marketing activities for individuals and groups

A3 Final Examination

Due: **During University Exam period**

Weighting: **40%**

Task Description

A closed-book 3-hours final examination for this unit will be held during the University Examination period.

Type of Collaboration

Individual

Format / Length

Further information about the Final Exam will be provided in Week-13, Review Lecture.

Additional Notes on Final Examination

Students are expected to present themselves for examination at the time and place designated

in the University Examination Timetable.

Please see Assessment Policy Schedule 4.

On successful completion you will be able to:

- Explain 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

TEACHING AND LEARNING STRATEGY

There is no major change since the last offering of this unit. The unit is delivered in seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions. Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of seminar sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week.

The lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis. The recording (video or audio) of lectures/seminars is not permitted.

CLASSES

- There are 3 hours of face-to-face classes each week. These are run as a seminar and will consist of lectures and presentations.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- **To complete this unit satisfactorily**, students must attend at least 80% of the scheduled classes. Attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.

SATISFACTORY COMPLETION OF UNIT

- Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

TECHNOLOGY USED & REQUIRED

- 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.
- Use of a PC, laptop and smart devices is required to complete tasks on iLearn, to access iLearn for course materials and to read the textbook.
- Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Text (This text is now available in print and, interactive e-text)

Marketing, 4th Edition

Greg Elliott, Sharyn Rundle-Thiele, David Waller, Sandra Smith, Liz Eades, Ingo Bentrött

ISBN: 9780730363248, 9780730362999

Brisbane: John Wiley & Sons.

<http://www.wileydirect.com.au/buy/marketing-4th-edition/>

More information will be available via iLearn.

Additional recommended textbooks:

Grewal, D., Levy, M. (2015), Marketing (Forth Edition), New York, McGraw-Hill Education.

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
- International Marketing Review
- The Economist
- Business Review Weekly

Unit Schedule

Weekly Schedule will be available on iLearn.

Learning and Teaching Activities

Seminar

A combination of lectures and class activities

Simulation Activities

Participation in the decision-making aspects regarding the development of a market place simulation game

Personal Reading

Reading through journal articles, textbooks and online resources

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 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 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 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

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.students.mq.edu.au/support/learning_skills/
- Personal assistance with your learning & study related questions

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:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

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 the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Demonstrate the central importance of marketing in contributing to organisational success
- 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 for individuals and groups

Assessment tasks

- A1 Marketing Plan
- A2 Assignment
- A3 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

- Explain the concepts and principles which underpin the discipline of marketing as a key organisational and managerial philosophy
- Demonstrate the central importance of marketing in contributing to organisational success
- Critically analyse, discuss and evaluate marketing theories and thinking in dealing with the practical, contemporary marketing issues confronting organisations
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Assessment tasks

- A1 Marketing Plan
- A2 Assignment
- A3 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

- 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 for individuals and groups

Assessment task

- A1 Marketing Plan

Changes from Previous Offering

There is no major change since the last offering of this unit. Minor changes include:

- 1) A2 Assignment is now worth 20% with a different simulation game.
- 2) A3 Final Exam is now worth 40%.

Research & Practice, Global Contexts & 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.