



GRADUATE ACCOUNTING AND COMMERCE CENTRE

DIVISION OF ECONOMIC AND FINANCIAL STUDIES



MKTG813: Managerial Marketing

UNIT OUTLINE

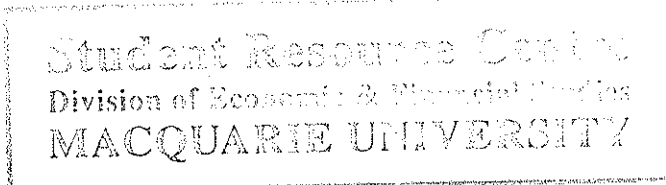
Semester 1, 2005

**Lecturer:
Lecturer in
Charge
Contact:**

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Venue: E5A 118

Time: Monday, 9.00am – 12.00 midday



Macquarie University

MKTG813 Managerial Marketing

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Course Objectives

Marketing is a discipline designed to help organisations serve the needs of their customers. It is partly an art and partly a science. The art of marketing emanates from one's experience as a customer, and as a practising market-orientated manager. The experience of individuals is extremely valuable, but it can sometimes be a disadvantage for many organisations. This is because it is unique to the individual and it is generally gained from a very limited range of situations. What is needed in dynamic markets is a common shared understanding of how consumers and competitors behave in a variety of situations, and a set of tools and techniques which allow us to monitor and respond to this behaviour. This is the science of marketing.

This course introduces students to the principles and practices of marketing in the contemporary environment. The objective is to develop an understanding and awareness of the importance of customers, and familiarity with some of marketing's tools and techniques. Throughout the course, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis of your recommendations. To gain an insight into the appropriate means of applying process based concepts and operational tools and techniques.

This course will enhance the generic skills (critical thinking, independent work, teamwork, writing skills, and problem-solving skills) that you have been developing from your studies at Macquarie University.

Textbook

Available at the University Co-op Bookshop. You will need to purchase or have access to the text throughout the semester:

Kotler, P. (2003) *Marketing Management 11th Edition*, Prentice-Hall International Editions, New Jersey .

Supplementary Reading List:

Aaker, D (2000) *Strategic Market Management*, 6th edition, Wiley and Sons.

Czinkota, M. & Kotabe, M., (2001) *Marketing Management 2nd Edition*, South-Western, Australia.

Guiltinan, Joseph P., Paul, Gordon W., & Madden, Thomas J., (1997) *Marketing Management: Strategies and Programs*, 6th Edition, McGraw Hill, Boston.

Jain, S.C., (2000) *Marketing Planning & Strategy*, 6th Edition, Ohio: South-Western Publishing Co

Porter, M., (1980) *Competitive Strategy*, New York: The Free Press

Additional Learning Materials:

Additional information related to this subject can be found in the following business periodicals. Most of these publications are available from the library in either hard copy or on databases. Other articles may be obtained from other University libraries such as University of New South Wales and University of Technology, Sydney (UTS).

Business Review Weekly European Journal of Marketing

Harvard Business Review Journal of Marketing

Long Range Planning Marketing Magazine

The Financial Review (particularly Tuesday's paper)

The Sydney Morning Herald (particularly Thursday's paper)

The Australian

Emerald AND Business Source Premier (see Library Databases)

Unit Staff:

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Lecturer-in-charge: Leanne Carter
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Consultation by appointment.

Workload

This is a single semester (half-year) 4-credit point unit. The number of credit points that a unit is worth is determined by the number of hours that a student is expected to spend each week attending lectures, reading and preparing assignments. For a single semester unit, students are expected to spend 4 hours per credit point each week on work related to the unit. Students are strongly advised to prepare their study timetable accordingly. Successful performance in the exam requires knowledge and understanding of the content of the lectures, assignments and set readings.

Unit Requirements

Class members are required to complete the assigned reading; prepare for and attend all classes; participate in class discussions; complete the assignments; and complete a final examination.

Participation is an important contribution to the success of the classroom experience. It is expected that students will have completed at least the basic reading on each topic and have given some thought to the essential questions posed by the study guide, in the news and internet exercises associated with the textbook for particular sessions.

(NB **80% attendance** at classes is a prerequisite to passing the unit, Please contact the lecturer by e-mail if you are unable to attend classes on a particular day or session.)

Unit Assessment

The assessment system has been designed to help students learn and apply the concepts introduced during the unit. The purpose is to assess:

- the extent to which you understand the concepts, ideas and theories introduced;
- your ability to apply these concepts to your own experience;
- your ability to develop and support an argument and
- your ability to present information and ideas before an audience, and to be able to support the arguments presented.

Assessment comprises three elements:

(a)	Individual Assignment	30% of total assessment
(b)	Group Written Assignment	20% of total assessment.*
(c)	Group Presentation	10% of total assessment.*
(d)	Examination 2 hours	40% of total assessment.

* Moderated by peer assessment

<u>Assignment 1:</u>	Individual Assignment (Literature Review)
<u>Due:</u>	Week 7
<u>Weighting:</u>	30%
<u>Length:</u>	1000 words

Select a marketing topic of your choice. Use the databases and monographs in the library to help you. I strongly recommend you choose a topic that has been well researched and written about and also one that you have some interest in. Using the literature available develop a review encapsulating the main themes related to the topic. References must include:

- 1 Monograph
- 3 Refereed Academic Journals (not authors)
- 2 Current Media Publications

The review will be marked on the following criteria:

- Content and coverage of topic (30%)
- Material used (10%)
- Critical analysis (30%)
- Clarity and structure (20%)
- Presentation (10%)

<u>Assignment 2:</u>	Group Presentation and Documentation
<u>Due:</u>	In assigned week (all members must present)
<u>Weighting:</u>	30% (20% documentation, 10% presentation)
<u>Length:</u>	2000 words

The class will be divided into groups. Through a ballot system the group will be assigned a presentation date. The topic for the group document and presentation will correspond to the assigned lecture topic for the week. Students are expected to read widely, develop cogent arguments and be well versed in their topic area. All members of the group must participate in all aspects of group work and presentation. The document must be edited to the highest standard and read as one coherent piece of work as opposed to a series of chapters cobbled together.

You are encouraged to engage in discussion with the class, seeking participation from the audience. In addition, you may choose to use other media such as video, DVD, computer simulations and articles during your presentation. The structure of the presentation should be creative and may include drama, debate and/or posters.

Groups and all members must participate equally and will be judged by their peers and the lecturer. Additionally, both the document and presentation mark (30%) will be subject to peer moderation.

Rigour is required for this all assignments. You are expected to conduct additional research to better inform your answer (that is going beyond the textbook to write your answers). **You must provide:**

- a one page summary of your presentation and the main points of your topic.
- Copies of your presentation in your group document as an appendix.
- Email the overheads to the lecturer.
- A hard copy of the presentation to the lecturer at the time of the presentation

Please bring prepared overhead transparencies as a support to your presentation. A copy of the presentation must be submitted to the lecturer.

Groups will form in Week 1.

<u>Assignment 3:</u>	Final Examination
<u>Time Limit:</u>	2 Hours
<u>Date:</u>	In last lecture (Week 13)
<u>Weighting:</u>	40%

The examination will be closed book and of two hours duration. It will be in the form of essay questions and focused on the concepts presented in the text, assignments and the lectures. More information will be provided in lectures.

General Information

All assignments are to be typed in a 12-point font, double-spaced with 2.0 cm margins on one side of page only. Your assignments will be marked according to the following criteria:

- Expression (spelling, syntax, grammar);
- Description (accurate, coherent, unambiguous);
- Argument (valid, logical, reasonable);
- Relevance (with respect to the set topic); and
- Research (effective use of relevant literature).

Assignments are to be submitted with the name of the subject and the assignment on the front cover. Your names) and SID(s) are to be clearly identified in the top right hand corner of the front cover of each assignment. Make sure that your name and SID are clearly legible without opening the report.

Staple your assignment in the top left-hand corner. **Do not put the report in a binder or individual pages in separate plastic holders** - you will not get the binder or plastic sleeve back and they may not be marked or you may not get comments on your assignment.

No late assignments will be accepted. No assignments will be returned until the final examination.

Students should note that those who ask for their assignments to be remarked may obtain a mark that is lower than the original mark. If you ask for a remark, the new mark is the one that will be used - even if it is lower than the original mark. Requests of a reconsideration of a grade must be made in writing and signed. Remember the essays must be your own work. Plagiarism is a serious offence.

Lost assignments: All students must keep a copy of their assignment in case the submitted copy is mislaid.

All assignments must be referenced using the Harvard (author, date) method. Failure to follow this method will result in marks being deducted. Using footnotes or endnotes will also incur a loss of marks.

Writing your assignments

Remember, when writing an assignment, you need to do more than to "cut and paste" ideas taken from different sources, even if they are acknowledged. This information taken from other sources needs to be used as an illustration of a more general point you have made, or as an indication of substantiating evidence, or as a starting point from which you make further elaboration. Even definitions often require some contextualising or further statements on significant aspects.

You are the one who has to develop the thesis or argument of your assignment and who has to demonstrate you are thinking about the meaning of what you have been reading.

Good assignments will include:

- An introductory passage that engages with the question posed and which establishes the writer's argument or position, in other words, the introduction should be indicative of the argument and analysis that you will present;
- Evidence of well organised thoughts that systematically develop an argument;
- Evidence of an understanding of relevant concepts;
- Evidence of thought about the connection between the work being critiqued and its relation to other sources that you have consulted;
- **Remember to answer the question/s.**

Generic Skills

The Macquarie experience is designed to lead students to a career in the city and a place in the world. It encourages life-long learning and links teaching to cutting-edge research.

Macquarie seeks to develop generic skills for students, building flexible outcomes for life and for the workplace over a life's career. These skills include:

- foundation skills of literacy, numeracy and information technology;
- self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership;
- communication skills for effective presentation and cultural understanding;
- critical analysis skills to evaluate, synthesise and judge;
- problem-solving skills to apply and adapt knowledge to the real world; and
- creative thinking skills to imagine, invent and discover.

Source: Macquarie University Handbook

The Dangers of Plagiarism and how to avoid it:

The integrity of learning and scholarship depends on a code of conduct governing good practice and acceptable academic behaviour. One of the most important elements of good practice involves acknowledging carefully the people whose ideas we have used, borrowed, or developed. All students and scholars are bound by these rules because all scholarly work depends in one way or another on the work of others. Therefore, there is nothing wrong in a student using the work of others as a basis for their own work, nor is it evidence of inadequacy on the student's part, provided they do not attempt to pass off someone else's work as their own.

To maintain good academic practice, so that a student may be given credit for their own efforts, and so that their own contribution can be properly appreciated and evaluated, they should acknowledge their sources and they should ALWAYS:

- State clearly in the appropriate form where they found the material on which they have based their work, using the system of reference specified by the Division in which their assignment was set;
- Acknowledge the people whose concepts, experiments, or results their students have extracted, developed, or summarised, even if they put these ideas into their own words;
- Avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that the student has thought about the material and understood it, but stating clearly where they found the ideas.

If a student uses the work of another person without clearly stating or acknowledging their source, the result is falsely claiming that material as their own work and committing an act of PLAGIARISM. This is a very serious violation of good practice and an offence for which a student will be penalised.

A STUDENT WILL BE GUILTY OF PLAGIARISM if they do any of the following in an assignment, or in any piece of work which is to be assessed, without clearly acknowledging their source(s) for each quotation or piece of borrowed material:

- Copy out part(s) of any document or audio-visual material, including computer-based material;
- Use or extract someone else's concepts or experimental results or conclusions, even if they put them in your own words;
- Copy out or take ideas from the work of another student, even if they put the borrowed material in their own words;
- Submit substantially the same final version of any material as a fellow student. On occasions, a student may be encouraged to prepare their work with someone else, but the final form of the assignment must be their own independent endeavour.

(Source: Academic Manual 2000, pages 33-34).

Lecture Schedule

Week No.	Topic/s	Textbook References and Assignments Due
Week 1 28 Feb	An Introduction to Marketing <ul style="list-style-type: none"> • What is Marketing • Marketing management • Marketing challenges 	Chapter 1,2 & 3.
Week 2 7 Mar	Strategic and Marketing Planning <ul style="list-style-type: none"> • Strategic planning • The marketing plan 	Chapter 4
Week 3 14 Mar	Market Research and Information	Chapter 5
Week 4 21 Mar	The Marketing Environment Competitive Forces	Chapters 6 & 9
Week 5 28 Mar	No Class. Public Holiday	
Week 6 April 4	Market Segmentation, Targeting and Positioning <ul style="list-style-type: none"> • Market Segmentation • Market Targeting • Market Positioning 	Chapter 10, 11
Week 7 April 11	The Nature of Products and Services <ul style="list-style-type: none"> • What is a product • Three levels of a products • Services characteristics • Branding • Packaging • Labelling • Product line decisions • Product mix decisions • New product development 	Chapter 12, 13, and 15 Individual Assignment – Literature Review due (30%)
Semester Break April 18-29		
Week 8 May 2	Brands <ul style="list-style-type: none"> • Brand Equity • Brand Decisions • Brand Strategy 	Chapter 14
Week 9 May 9	Pricing <ul style="list-style-type: none"> • Factors to consider when setting prices • General pricing approaches • New product pricing strategies • Product-mix and service-mix pricing strategies 	Chapter 16

Week 10 May 16	Placement <ul style="list-style-type: none"> • Marketing logistics networks • The nature of marketing channels • Retailing • Wholesaling 	Chapter 17 & 18.
Week 11	Marketing Communications and Advertising <ul style="list-style-type: none"> • Integrated marketing communications • Marketing communications decisions • Setting the budget • Advertising 	Chapter 19 & 20 Group Documents Due
Week 12	Public Relations, Sales Promotion and Selling <ul style="list-style-type: none"> • Public relations • Sales promotion • Personal selling Unit Evaluation, Peer Assessment, Exam Revision	Chapters 21 & 22
Week 13	FINAL EXAMINATION 0930 – 1140 (ten mins reading time)	