



GRADUATE ACCOUNTING AND COMMERCE CENTRE

DIVISION OF ECONOMIC AND FINANCIAL STUDIES

MKTG800: Marketing and Finance

UNIT OUTLINE

1ST Semester, Year 2008

ABOUT THIS UNIT

Assumed knowledge

Fundamental marketing and finance knowledge.

Credit points

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.

Course Objectives

This unit seeks to identify and explore the interface issues that occur between the marketing and finance disciplines during strategic and operational decision making. For marketing students it will explore the financial implications of marketing strategy and operations decisions, identifying areas that expose the organisation to both marketing and financial risk. For finance and accounting students the objective is to identify for them the nature of marketing decision making and to examine their implications for financial management.

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.

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.

TEACHING STAFF

Jack Hanrahan <mailto:jackh@netro.com.au>

CLASSES

Six days from 10 am to 5 pm. The timetable for classes can be found on the GACC web site at: <http://www.gacc.mq.edu.au/ttable.htm>

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

You will need to purchase or have access to the text throughout the semester:

Walters D and M Halliday (2005), *Marketing and Financial Management, New Economy-New Interfaces*, Palgrave Macmillan, London.

Available at the University Co-op Bookshop. Students are advised to make use of books, journals and other texts when preparing for the assignments and studying for the exam.

UNIT WEB PAGE

- WebCT <http://online.mq.edu.au>

LEARNING OUTCOMES

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.

TEACHING AND LEARNING STRATEGY

In order to successfully complete the Unit you must:

- Attend and participate in the lectures (min 80%);
- Read the set readings for each week in preparation for the lecture;
- Successfully completing assignments;
- **Participate** in class discussion of case studies;
- Students must participate in group projects & presentations; follow current developments

2008 Lecture Timetable

Date	Time	Topic	Textbook
9 th March 2008 E6A102	1000 – 1700	The financial statements, New Economy	Chapters 1, 2, 3
	Task	Ratios	
23 rd March 2008 E6A102	1000 – 1700	Cost/Strategy Decisions, Operating Margins and VBM	Chapters 4, 5, 6
	Task		
6 th April 2008 E6A102	1000 – 1700	Shareholder Value: Issues for Marketing	Chapters 6
	Task		
27 th April 2008 E6A102	1000 – 1700	Managing Gross Margins & Working Capital Management	Chapters 5,7
	Task		
11 th May 2008 E6A102	1000 – 1700	Managing Cash Flows & Assets	Chapters 8, 9, 10,
	Task		
1 st June 2008 E5A119	1000 – 1700	Course review	

EXAM

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

4 'Ps' of Students

- **Preparation.** If the student does not read and analyse the case, and then formulate an action plan, the case discussion will mean little.
- **Presence.** If the student is not present, she or he cannot learn and, more importantly, cannot add her or his unique thoughts and insight to the group discussion.
- **Promptness.** Students who enter the classroom late disrupt the discussion and depreciate the decorum of the process.
- **Participation.** Each student's learning is best facilitated by regular participation. More important, the student has the responsibility to share his or her understanding and judgement with the class to advance the group's collective skills and knowledge.

ASSESSMENTS

All assessment tasks are compulsory. It comprises three elements:

- a) Class participation, attendance and weekly tasks 30%
- b) Group presentation 20%
- c) Examination – there will be an examination in classroom 50%

a) Weekly Tasks 30% Weighting

Attend and participate in the lectures (min 80%). Each group will select a public listed company and each week will link their selected company to the weekly task on topics associated with the interface between marketing and finance.

b) Group Presentation 20% Weighting

The Presentation is to be of no more than 15 minutes with 10 minutes for presentation and a further 5 minutes of class discussion time. Two groups will present each week on the allocated topics. The presentation topics are;

- A) What do we mean by strategic competitive advantage and how could it be achieved. Give an example.
- B) Marketing management has a duty to shareholders to ensure its decisions increase shareholder value.
- C) Marketing strategy decisions should reflect financial risk.
- D) Marketing and financial portfolio management share common criteria. Discuss.

- E) The pursuit of new business models will ensure that marketing and finance work more closely. Discuss.
- F) What are shareholder drivers? How can marketing strategy decisions be directed towards increasing shareholder value?

Maximum no of same topics is 2. Consideration of the relevant literature and any current debates would add value. Printed powerpoint slides and two page summary of topic required for assessment before presentation.

Evaluation: Please see attached sheets which should be included with each presentation handout.

c) Examination 50% Weighting

- Exam duration 2 hour exam
- Format of exam, short answers, essay questions.
- A pass in the exam is required for a pass in the unit irrespective of accumulated marks.
- Electronic dictionaries are NOT permitted in the exam.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

You are advised that it is Macquarie University policy not to set early or delayed examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official University examination period, and can attend the exam at the designated time and place.

GENERAL

All assignments are to be typed in a 12-point font, double-spaced with 2.0 cm margins on one side of page only. 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. Staple your assignment in the top left-hand corner. **Do not put the report in a binder or individual pages in separate plastic holders** - Failure to do this will result in no written comments on your assignment.

Any assignment received after the due date will lose 10 marks for each working day or part thereof, that it is late. No assignment will be accepted after two weeks after the due date, that is, you will receive a Fail grade for the assignment. No assignments will be returned until all assignments are submitted or till after two weeks after the due date.

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.

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.**

GRADE DEFINITIONS

High Distinction (HD) and Distinction (D)

For a High Distinction or a Distinction, your approach should be to:

- Identify the problem clearly;
- Apply practical and theoretical knowledge in problem solving;
- Analyse;
- Explain causes;
- Reflect; and
- Theorise.

You should demonstrate skills and competence in:

- Describing, comparing and contrasting results from using different models, concepts and theories;
- Relating analysis results to theory or theories that you have shown are relevant;
- Relating analysis results to the practical problem - including making decisions and recommendations on the basis of the analysis;
- Well balanced arguments and explanations how your position was obtained and its justification is expected; and
- Report writing - to award a Distinction or High Distinction the Lecturer will be looking for a well-presented report, with clear explanations of the situations examined, properly labelled Figures, Tables and Diagrams, if used. Recommendations must be sensible, practical and appropriate.

A High Distinction will be awarded for exceptionally insightful and/or creative work in fulfilment of these criteria.

Credit (Cr)

For a credit your approach should be to:

- Identify the problem clearly;
- Apply practical theoretical knowledge in problem solving;
- Analyse; and
- Explain.

You should demonstrate skills and competence in:

- Describing, comparing and contrasting results from using different models, concepts and theories;
- Relating analysis results to theory;
- Relating analysis results to the practical problem; and
- Assignment writing - to award a Credit the Lecturer will be looking for a well-presented assignment, with clear explanations of the situations examined, correctly labelled Figures, Tables and Diagrams, if used, and concise interpretations of the analysis carried out. Recommendations must be sensible, practical and appropriate.

Pass (P)

For a Pass your approach should be to:

- Identify the problem clearly;
- Apply practical and theoretical knowledge in problem solving; and the
- Describe the problem and its solution.

You should demonstrate skills and competence in:

- Describing analysis results;
- Simple analysis of results; and
- Assignment writing - to award a Pass the Lecturer will be looking for a well-presented assignment, with clear explanations of the situations examined, correctly labelled Figures, Tables and Diagrams, if used, and

concise interpretations of the analysis carried out. Recommendations must be sensible, practical and appropriate.

Conceded Pass (PC)

Denotes performance which meets unit objectives only marginally, and which is therefore unlikely to be adequate preparation for further studies in the area.

Fail (F)

No evidence of achieving a Pass (P) level understanding of the material. Repeating material from the lectures without adding insight or meaning based on your own interpretation of the material will result in a fail grade.

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or
<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>

**STUDENT EVALUATION OF MEMBER PARTICIPATION
SEPARATE FORM TO BE COMPLETED BY EACH STUDENT**

In order to encourage equal participation on the part of all group members, each group member will complete and turn in an evaluation of the group members. This evaluation will indicate the percentage of contribution of each group member to the group's over all performance. An evaluation will accompany each group presentation and the written research project report.

Name of assessment component: _____

Group: _____

Date: _____

Student's Name: _____

Project Mark: _____

Student's name	% Participation

The average of the awarded percentages should equal 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, If Joe Black was awarded 90% for his contribution to the project and the group received 36 out of 40 points for the project, Joe's mark would be 32.4%. However no individual can exceed the maximum points for the project.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example 36 points). No student should receive zero unless they really did nothing to contribute to the completion of the project (EG, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

In completing this form take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Cooperation with other team members
4. Quality of the individual's work

Mark Sheet For Group Presentation

Group Number: _____ Topic: _____

General Comments:

	Excellent	Very Good	Good	Acceptable	Fail
Answer covered in depth					Superficial
Key concepts identified					Lacks key concepts
Relevant examples					Superficial examples or none at all
Logical argument					Hard to follow
Relevant conclusion					None or only a superficial comment

Specific Comments:

Appropriate Length **Yes / No**

(Note marks will be deducted for presentations that run over time)