



GRADUATE ACCOUNTING AND COMMERCE CENTRE

DIVISION OF ECONOMIC AND FINANCIAL STUDIES

MKTG813: Marketing Principles

UNIT OUTLINE

Semester 2, 2007

Lecturer: Phillip Morgan **Venue:** E4B 316
Contact: Phillip.morgan@grassrootsgroup.com.au **Time:** 2pm to 5pm

Macquarie University

MKTG813 Principles of Marketing

Unit Outline

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., Brown, L., Adam, S., Burton, S., Armstrong, G., (2007), "Marketing 7e", Pearson's Education Australia.

Supplementary Reading List:

There are a number of marketing monographs, journals and magazines. The small sample below are simply a guide to some authors and texts. It is your responsibility to further your knowledge and pursue areas of interest by browsing the library.

Aaker, D. A., & Mills, M. K., (2005), *Strategic Market Management – Pacific Rim Edition*, John Wiley, Australia

Blois, Keith Ed. (2000), *The Oxford Textbook of Marketing*. Oxford, Oxford University Press

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

Dann S., & Dann S., (2007), *Competitive Marketing Strategy*, Pearson's Education, Australia

Ferrell, O.C. and Hartline, M.D. (2005) *Marketing Strategy*, 2nd edn, Thomson South-Western Australia.

Hooley, G., Piercy F.P., Nicoulaud, B., (2008) *Marketing Strategy and Competitive Positioning 4th edition*, Pearsons Education, England

Keller, K. L., (2003), *Strategic Brand Management*. New Jersey: Prentice Hall.

Jain, S.C., (2004) *Marketing Planning & Strategy*, 6th Edition, Ohio: South-Western Publishing Co

Peter, J.P. and Donnelly, J.H. (2006) *A Preface to Marketing Management*, 10th edn, McGraw Hill Irwin, Boston.

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

Proquest, ABI-Inform, Emerald AND Business Source Premier (see Library Databases)

Unit Staff:

Lecturer: Phillip Morgan
 Phillip.Morgan@grassrootsgroup.com.au

Contact the GACC.

Consultation by prior appointment only.

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 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:

Assessment Item	Weighting (%)	Due Date
Case Study Paper (Individual)	20%	Friday 2 nd May, 2008
Major Marketing Report (Group) *	30%	Friday 30 th May, 2008
Final Exam (Individual)	50%	6 th June, 2008
TOTAL	100%	

- Moderated by peer assessment*
- Non-attempt of any assessment component will result in a mark of 0. All components must be attempted in order to meet the requirements of the unit. Students need to achieve a total of 50% to pass the unit and a pass in the final examination (exclusive to all other marks) to pass the unit..

Course Schedule

Week No.	Date	Topic	Textbook References and Due Dates for Assignments
1	29 th February	Marketing: Creating Value & Customer Retention	Chapters 1 & 2
2	7 th March	The Global Environment (Assignment 1 Case Studies to be advised)	Chapter 5
3	14 th March	Strategic Marketing and Marketing Planning (Group Formation)	Chapters 3 & 4
4	21 st March (Good Friday – make up class to be discussed in Week 1)	Information Management & Marketing Research and	Chapters 6
5	28 th March	Consumer and Business-to-Business Buyer Behaviour	Chapters 6 & 8
6	4 th April	Market Segmentation, Targeting & Positioning	Chapter 10
7	11 th April	The Extended Marketing Mix: The Nature of Products	Chapters 11 & 12

	<i>Mid Semester Break</i>	<i>14th April - 25th April</i>	
8	2 nd May	Product Strategy	Chapters 11 & 12 Individual Case Study DUE
9	9 th May	The Extended Marketing Mix: Pricing	Chapter 13
10	16 th May	The Extended Marketing Mix: Marketing Communications	Chapters 16, 17 & 15
11	23 rd May	The Extended Marketing Mix: Marketing Communications (continued)	Chapters 16, 17 & 18
12	30 th May	The Extended Marketing Mix: Distribution	Chapters 14 & 15 Group Marketing Report DUE
13	6 th June	Final Exam	

Assessment details

<u>Assignment 1:</u>	Case Study paper
<u>Due:</u>	2nd May, 2008
<u>Weighting:</u>	20%

Case Study Paper (Individual) approximately 1500 words in length – 20%

In Week 2, students will be given a list of Case Studies from the prescribed text. One of these case studies must be chosen by each student and an individual analysis must be completed resulting in a 1500 word written report, which is to be submitted in the class immediately after the Mid Semester Break (Friday 2nd May 2008). The case should be summarised and key points highlighted before addressing the issues in the case study. Further research may be conducted on the web to update the case, OR you may just use the information in the case. *Appendix 3 outlines some general information for writing case study reports.*

Table 1. Criteria for assessment of case study written assignment.

	Criterion	Weighting
1	Executive Summary.	5%
2	Situation Analysis – demonstrating application of marketing concepts	50%
3	Evaluation of alternative managerial decisions arising from situation analysis (logical connection to 2. above)	20%
4	Final recommendations following analysis, and justification of action plan	20%
5.	Format and quality of presentation	5%
	Total	100

<u>Assignment 2:</u>	Major Marketing Report (Group)
<u>Due:</u>	30th May, 2008
<u>Weighting:</u>	30% (All group work is peer moderated)

You will be formed into groups in Week 3. Choose an organisation that you are familiar with and can obtain some information about (from the web or annual reports etc). You could use a company that one of the

members in the group works for as the basis for this assessment (see the lecturer before you commence to get approval of your choice to ensure that it is suitable for the exercise). This assignment can be based on a brand or individual product or service. You are required to follow the following format for your report:

1 Executive Summary

2 Introduction and Background

Provide an introduction and background to your topic (product/service or brand).

3 Marketing Environmental Analysis.

This should include both the internal (micro) and external (macro) environments of the company chosen. This should include, as a part of the internal analysis, what is the current marketing mix used to market the product? Where is the product/service in terms of its lifecycle? Evaluate as to the effectiveness of the current marketing mix used.

4 Situational Analysis

As a direct result of the Marketing Environmental Analysis, construct a useable SWOT Analysis **with a conclusion**.

5 Future Growth Opportunities

Looking 3-5 years into the future, explore growth opportunities using the product/market expansion grid

6 Revised Objectives and Marketing Strategy

Based on the SWOT analysis and the Growth Opportunities analysis, set appropriate objectives for the next 12 months. Based on these objectives select target markets and design a marketing mix to satisfy these markets.

NB. The body of your paper must be supported with the use of a reference list (with both academic and trade/industry references) and may also be supported by appendices. Back up your ideas, suggestions and recommendations by using course concepts and/or theory.

Table 2. Criteria for assessment of Major Marketing Report (Group)

	Criterion	Weighting
1	Marketing Environment Analysis - The student has presented a thorough analysis of the internal and external environments relating to the product, and has provided clear indications of how each environment impacts upon, or effects, the chosen product.	20%
2	SWOT Analysis - The student has presented a well analysed SWOT as a direct result of the Marketing Environment Analysis with a conclusion.	20%
3	Future Growth Opportunities - The student has analysed the future growth opportunities for the chosen product based on the product/market expansion grid (p 93 of course textbook).	15%
4	Revised Objectives and Marketing Strategy - Based on the SWOT and Growth Opportunities, the student has set appropriate objectives and then use relevant and appropriate theories that serve to ground the presented ideas and suggestions for market selection and strategy change/improvement in the Marketing Mix	40%
5.	Overall Presentation & References - The student has used a report style and references where appropriate and has formatted both in-text and end of report references using Harvard referencing style.	5%
	Total	100

Note that it is your responsibility to keep a copy of each assessment task that is submitted

<u>Assignment 3:</u>	Final Examination
<u>Time Limit:</u>	2 Hours + 10 minutes reading time
<u>Date:</u>	In last lecture (Week 13)
<u>Weighting:</u>	50%

The examination will be closed book and of two hours duration. It will be in the form of multiple choice and short 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.

Assignments must be submitted using the cover sheets that are in Appendix 1 & 2 of this outline. Make sure that your name and SID are clearly legible without opening the report. **Please put your name and SID on each page of the assignment in case the cover sheet is misplaced.**

Staple your assignment in the top left-hand corner. **Please do not put the report in a binder or individual pages in separate plastic holders** - they are difficult to mark and put comments on if submitted this way and you may not get the binder or plastic sleeve back.

Late assignments will not be accepted. It is important to get your assignments submitted in on time so that they can be marked and processed to ensure your final result in the unit is ready on time

Students should note that those who ask for their assignments to be remarked may obtain a mark that is lower than the original mark. A re-mark will be conducted independently and the independent marker may award a lower 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, Cheating or Collusion of any sort is a serious offence and will be penalised.

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 critiques and its relation to other sources that you have consulted;

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).

Macquarie University
Graduate Accounting and Commerce Centre
Economics and Financial Studies
MKTG 813 Principles of Marketing
GROUP DETAILS FOR ASSIGNMENTS

Please note name, student number and email for each group member.

Name: ID: EMAIL:	Name: ID: EMAIL:	Name: ID: EMAIL:
Name: ID: EMAIL:	Name: ID: EMAIL:	Name: ID: EMAIL:

Declaration:

I hold a copy of this assignment that I can produce if the original is lost or damaged. I hereby certify that no part of this assignment or product has been copied from any other students's work or from any other source except where due acknowledgement is made in the assignment. No part of this assignment/product has been written/produced for me by any other person except where such collaboration has been authorised by the subject lecturer concerned.

Signatures:

.....
.....
.....

Note: A lecturer has the right not to mark this assignment if the above declaration has not been signed by ALL group members.

Macquarie University
Graduate Accounting and Commerce Centre
Economics and Financial Studies
MKTG 813 Principles of Marketing
Cover Sheet for Case Study Assignment

Please note name, student number and email

Name:

Last: _____

First: _____

SID: _____

EMAIL: _____

No. of Words: _____

Declaration:

I hold a copy of this assignment that I can produce if the original is lost or damaged. I hereby certify that no part of this assignment or product has been copied from any other student's work or from any other source except where due acknowledgement is made in the assignment. No part of this assignment/product has been written/produced for me by any other person except where such collaboration has been authorised by the subject lecturer concerned.

Signature:.....

Date:.....

Note: A lecturer has the right not to mark this assignment if the above declaration has not been signed.

Appendix 3

Written Case: Structure and Content

The following information is for general information in writing case study reports. You are advised to adhere to the marking criteria when writing the report for assessment.

1. Current Background

This section provides a short introduction to the current background of the case and a lead into the issues currently confronting management. You will not address the issues in this section. You are only setting the scene for what you are going to address in the next section.

This will require you to **synthesise** information from the case. Direct regurgitation of information is not acceptable.

2. Case Issues

The word issues has been used to denote problems in this set of case guidelines. Some cases that you will study may not have a problem(s) to deal with but rather a number of issues that need to be addressed before they do become a problem, or even an opportunity that has not been exploited or awaits to be exploited.

A useful tool that could be used in identifying case problems and issues is a SWOT analysis. This technique requires you to identify the firms internal strengths and weaknesses as well as the external opportunities and threats. Divide a page into half both length-wise and width wise so that you have four cells. In the cell labelled 'strengths' list in point form only the strengths of the firm. Repeat this process for each of the elements. The items identified in the SWOT analysis may form the basis of the next stages in case analysis.

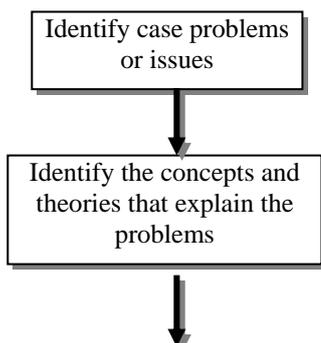
Case analysis should begin with a statement of each of the main issues that require decisions as this will provide direction and focus to the analysis that follows. Each of the issues must be **clearly** stated and **justification** provided. That is, why is this an issue for which management must find a solution.

You may identify in the case a number of issues that need attention, but they will vary in importance. For this reason they must be **prioritised** in order of importance and justification should be given for this order. Utilise marketing concepts in the statement of the case issues. It will prove helpful later in solving the issues, if the issues are defined in terms of known marketing concepts. This allows you to communicate better and focus thinking on marketing issues. Marketing concepts contain criteria or processes that point the way to making decisions that solve the issues. You also may find it helpful to state the case issue(s) in terms of a question.

3. Analysis of the Case

Analyse and interpret the case information and use additional information from external sources and theoretical material from the course to improve the analysis process. Your analysis would be considerably enhanced if you can demonstrate an understanding of the course concepts through application to the case. The case analysis should attempt to identify *why* these issues are occurring and if there are any relationships between these. While the end point of the case analysis is to develop one or more credible recommendations, students have a tendency to jump straight into recommendations without explaining why this is the best approach to solving problems or capitalising on opportunities. Therefore, you will need to spend some time identifying any issues or problems and explaining the importance of these issues to the organisation before developing your recommendations. The recommendations, here, are built on clear evidence and whose importance you have identified and explained. It then becomes clear to the reader why this is the best course of action.

In general, case analysis should take the following approach:



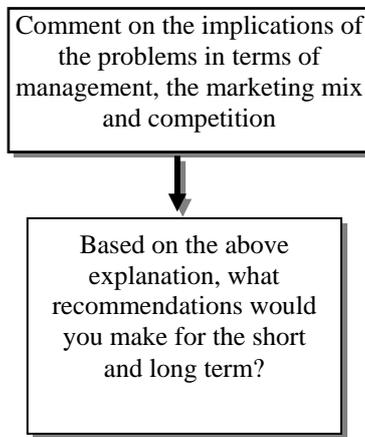


Figure 1. Schematic for analysing case studies

The purpose of analysing the case data, both qualitative and quantitative and considering external data is to explore all aspects of the case before formulating appropriate alternative solutions to the issues. Implications of the case analysis will shape the alternative courses of action.

4. Formulation and Evaluation of Alternatives

Before deciding what course of action to recommend, you need to consider a number of alternative ways in which each issue can be tackled. A common mistake at this phase of the analysis is to focus on one course of action and ignore others. You should remember that there is always more than one solution to most management issues, especially those in marketing. Therefore it is important that a number of alternative courses of action are evaluated before one is selected. You will need to examine the pros and cons (advantages and disadvantages) for the various alternatives for each issue. Ask yourself how short term tactics fit with long term strategies. In terms of layout you may use a two column T bar - one column for the pros (advantages) and the other for cons (disadvantages) - to highlight the tradeoffs. Because 'perfect' solutions to management issues rarely emerge, even after narrowing the options, a good deal of judgment is still called for in **selecting** and **justifying** the most promising course(s) of action.

Remember that viable alternatives must be **consistent** with the marketing environment of the firm, **persuasive** in their promise to solve the problem and **implementable**.

Here are some tips that Kashani (1992 p. 3) identified to define action plans:

In preparing action alternatives, do not initially discard any option without evaluating it to some length. At this first stage, the aim should be to prepare a long list of alternatives before later reducing the list to a short one.

Before finalising your plan of action, try to think through the mechanics of how it is supposed to work. It is too tempting, and dangerous, to assume that the details will take care of themselves once the plan is put into motion. Ask yourself: What are the critical steps and how will they help solve the issues? How practical are they?

Once you have decided on the "best" course of action, it is wise to give some thought to possible criticisms the plan could encounter. This advance mental preparation will help you defend the plan and make it more convincing - to your colleagues in the classroom or, later on, to your management audience.

5. Recommendations and Implementation

Based on the previous analysis, the most viable alternative(s) are selected as a solution or a suggestion of the next best step to each of the issue(s). The set of recommendations must be supported with appropriate justification based on the analysis of the case information. You should not be using new information to justify the recommendations.

Your recommendations won't be complete unless you give some thought to how the proposed strategy should be implemented. The implementation details must be presented. Doing so is often persuasive evidence in gaining acceptance of a recommendation because it indicates that the recommendation is 'practical'. There are four points that should be taken into consideration when writing the implementation plan:

What resources - human, financial, or other - will be required?

Who should be responsible for implementation of various activities? (Try and identify the individuals from the case)

What 'time frame' should be established for the various actions proposed?

How should subsequent performance be measured?