



DIVISION OF ECONOMIC AND FINANCIAL STUDIES

GRADUATE ACCOUNTING AND COMMERCE CENTRE

MKTG804 Marketing Seminar
(E-Business Marketing)

Convenor and Lecturer:
Mr. John Edwards

UNIT OUTLINE

Semester One, 2008

TABLE OF CONTENTS

	<u>Page</u>
1. Introduction	4
2. Objectives	4
3. Course Overview	5
4. Learning Outcomes	6
5. Convenor, Lecturer and Class Details	7
6. Text and Readings	8
7. Learning Approach and Format	9
8. Student Workload	10
9. E-Learning Applications	11
10. Course Schedule	12
11. Course Schedule of all Activities	13
12. Assessment Items	16
a. Seminar Topics	16
b. Project	19
c. Final Exam	21
13. University Policy on Grading	22
14. University Policy on Plagiarism	23
15. Student Support Services	23
16. Code of Conduct	23
17. Cover Sheets for Seminar Topics and Project	

1. INTRODUCTION

MKGT804 Marketing Seminar (E-Business Marketing) is a postgraduate Business Management course offered for the first time at Macquarie University, in Semester One, 2008.

The purpose of E-Business Marketing is for students to acquire the skills necessary to develop and implement strategies for Marketing and Business Development opportunities in the organisations in which they work.

MKGT804 Marketing Seminar (E-Business Marketing) is a 4 point credit subject, included in the Master of International Business; MCom Business, and MCom Marketing Degree Programs.

BUS800 E-Commerce is another course available for students who may wish to focus solely on the commerce areas of E-Business.

2. OBJECTIVES

E-Business Marketing, through a process of discovery, encourages marketing entrepreneurship through using computer-mediate-environments and supporting technologies and concepts to enhance the implementation and performance of marketing activities.

The course has three main objectives:

1. To introduce and familiarise students with the major concepts in E-Business Marketing
2. To integrate these concepts into a framework which can be used to deliver effective electronic marketing planning and actions
3. To gain an understanding of these concepts and the challenges they pose on domestic and international organisations

3. COURSE OVERVIEW

E-Business Marketing is designed to introduce students to conceptualizing, developing and using marketing computer-mediated environments (CME's). Students are introduced to the concept of E-Business Marketing as a metaphor for skills and capabilities required for 21st century marketers, based around marketing orientation as both customer value creation using CME's, and viewing marketing as a set of information flows using new and emerging electronic business technologies.

New approaches to Marketing based around Search-Engine, Social Media and emerging advanced Collaborative Platforms are explored as features of an ever-developing E-Business Marketing environment and philosophy.

The topics covered in the course include (but are not limited to):

1. Introduction to E-Marketing and the challenge to Traditional Marketing
2. Analysing and Interpreting Emerging Technologies and Issues
3. Converged Digital Technologies
4. E-Business Marketing Models and Frameworks
5. Consumer Behaviour on the Net
6. Marketing Products and Services online
7. Building Brands and Traffic Online
8. Branding Online
9. Search-Engine Marketing
10. Online Advertising / Media / Entertainment
11. Building e-Communities and Relationship Marketing online
12. Web 2.0 / User-Generated Content Sites / Social Media
13. Marketing in Virtual Worlds
14. Online Market Research tools and applications / Web Analytics
15. One-to-One Marketing / Database Marketing / e-CRM
16. E-Marketing Legal and Public Policy Issues

4. LEARNING OUTCOMES

On successful completion of E-Business Marketing, students should be able to:

1. Understand a grounded approach to e-business and e-marketing based on marketing within and using Computer-Mediated Environments (CME's)
2. Understand contemporary and emerging skills and capabilities required for Marketing in the digital age.
3. Understand symbiotic development of infrastructure that contributes to current and emerging E-Marketing frameworks, models and philosophy – for both developed and emerging countries
4. Gain an introduction to new marketing philosophies and practice based on Search-Engine Marketing, Collaborative and Social Media, and Virtual Worlds
5. To conduct seminars on an E-Marketing Technology and Issue with reference to marketing and localised application where applicable
6. Gain an introduction to methodologies to explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

The Macquarie University 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 University 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.

5. CONVENOR, LECTURER AND CLASS DETAILS



Convenor and Lecturer:

Mr. John Edwards

Office: Graduate Accounting and Commerce Centre

Location: E4A 217

Mobile Phone: 0417 066 068

Email: jedwards@efs.mq.edu.au (preferred method for fast response)

Telephone: (+61 2) 9850 8484

Fax: (+61 2) 9850 9956

Class Details

<u>Class Code</u>	<u>Day</u>	<u>Location</u>	<u>Time</u>	<u>Lecturer</u>
MKTG804	Friday	E4B 314	0900	John Edwards M: 0417 066 068 jedwards@efs.mq.edu.au

Class Structure:

Classes are 3 hour lectures and seminars over 13 teaching weeks.

The timetable for classes can be found on the GACC web site at:

www.gacc.mq.edu.au/ss/ttable

6. TEXT AND READINGS

There is no set TEXTBOOK but a *Book of Readings* is published for this course and is available from the Co-Op Bookshop at Macquarie University.

Edwards, John (2008): MKTG804 Marketing Seminar (E-Business Marketing): *Book of Readings*, Macquarie Printing Services, Sydney.

Also, students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject. Students should be aware that apart from the conventional marketing and business journals, there are new online journals and websites, covering the latest developments in electronic marketing and electronic commerce. For example, *The Australian* and *Sydney Morning Herald* have a special IT section, every Tuesday.

Supplementary Readings

Students are strongly encouraged to read widely in the area and to particularly use the World-Wide Web as a powerful source for research in this subject. Students should be aware that apart from the conventional business, IT and marketing journals, there are new online journals and websites covering the latest developments in electronic marketing and electronic commerce.

Most supplemental readings and background materials will be published on-line, as noted in the course schedule. If there is a need for printed supplemental readings they will be placed on e-reserve in the Library.

A list of e-marketing Industry news websites and resources can be found on Blackboard CE6 / MKTG804.

7. LEARNING APPROACH / FORMAT

The course involves:

- Reading the learning materials (both lecture material and the textbook)
- Class discussions with the Lecturer and other students
- Student discussion and participation is encouraged and emphasized in all classes and on Blackboard CE6 / MKTG804 / Discussion Board
- Project work:
 - Presentation and discussion of a selected Seminar Topic
 - Developing an E-Business Marketing Plan
- Completing and passing a Final exam

For this course you should allocate time for:

- Step 1 - reading the materials as specified in the Course Schedule
- Step 2 - engaging with the learning materials
- Step 3 - working on your seminar topic presentation and discussion questions, when it is scheduled
- Step 4 - working on your E-Business Marketing Plan
- Step 5 – studying for your Final Exam

8. STUDENT WORKLOAD

In order to optimise the value of your learning, it is strongly advised to prepare before each session, enthusiastically participate in each session, and then reflect on each session. The amount of time spent out of class will vary for each individual, depending on competencies and proficiency in any area. An approximation is between 80-120 hours per unit, which is an average of 8-12 hours per session. Effective learning requires interaction between you, your instructor, and your peers. The better prepared you are before each session the greater the learning value from more focused questions and discussions. In addition, reflecting on what you have learned is an important process for you to confidently apply your newly learned skills. Therefore, in order to gain the most learning value from the synergistic relationship between your support materials and your specific unit material it is highly recommended you follow these steps for each Session:

BEFORE EACH CLASS

1. Read the Support Materials "Overview" and "Checklist".
2. Read the Support Materials "Reflection" and engage in the "Activities".
3. Read the Support Materials notes and answer any given questions or problems.
4. Pre-read your Instructor's Lecture notes for more detailed comprehension.
5. Follow any other learning leads from your Instructor and WebCT.

DURING EACH CLASS

- 1. ENTHUSIASTICALLY PARTICIPATE IN THE "ACTIVITIES" GUIDED BY YOUR INSTRUCTOR.**
2. Contribute to each session with focused questions and discussions.
3. Attempt any questions and problems shown in your class.
4. Identify clearly what you know you know and what you know you don't know.
5. Ask your Instructor about any questions or problems from this or any class.

AFTER EACH CLASS

1. Attempt any questions and problems advised by your Instructor.
2. Reflect **IN** action (while doing these questions and problems).
3. Review the worked solutions to questions and problems.
4. Reflect **ON** action (after you have done these questions and problems).
5. Identify clearly what you know you know and what you know you don't know

9. E-LEARNING APPLICATIONS

a. Blackboard CE6:

- Blackboard CE6 is a key e-learning platform for communication to students undertaking MKTG804 E-Business Marketing. You access Blackboard CE6 via the Macquarie University website. You need to log in using your student ID and password.
- Communication with students/lecturer will be conducted both in a "face-to-face classroom setting", and through Blackboard CE6. This includes:
 - Posting messages, both public and private (MAIL)
 - Posting comments/discussion items (DISCUSSION ROOMS)
 - Accessing and printing lecture material (PRINTING OFF NOTES AND POWERPOINTS)
 - Submitting Case studies and Assignments (ASSIGNMENTS)
 - Conducting Quizzes and the Final Exam (QUIZ)
 - Accessing Grades and Marks (MY GRADE)

b. iLectures

- i-Lectures are recordings of "face-to-face" Lectures. You can access these from within Blackboard CE6 / MKTG804.
- Every topic will be recorded, so that you can listen to them at a later time, and even download them on your MP3 player or iPod.

c. Live Classroom

- Live Classroom is a "Live" communication tool that allows students and conveners to communicate via the web using voice and text and also share files and desktops. You will be able to access Live Classroom from Blackboard CE6 / MKTG804 and you will be automatically enrolled in the application.

Live Classroom will be used during the semester. The day and time will be advised in Week One.

10. COURSE SCHEDULE

Week No./ Date	LECTURE TOPIC	SEMINAR TOPICS	READINGS
Week 1 29 Feb	Course Overview Introduction to E-Business Marketing <ul style="list-style-type: none"> • A Brief History of E-Business Marketing • The Challenge to Traditional Marketing • E-Business Marketing – An Overall Framework 	Allocation of Seminar Topics	No. 1
Week 2 7 Mar	E-Business Marketing Models: <ul style="list-style-type: none"> • The early, current and emerging models 	No Seminar Topic Presentation	No. 2
Week 3 14 Mar	E-Business Marketing Technologies and Issues <ul style="list-style-type: none"> • Converged Digital Technology 	ST1 and ST2	No. 3
Week 4	Note: Friday 21 March is a Public Holiday. A Class will be held this week. Details will be announced in Week 1. Consumer Behaviour on the Net <ul style="list-style-type: none"> • Demographics/ Psychographics • Marketing E-Products and Services • Retailing on the Web 	ST3 and ST4	No. 4
Week 5 28 Mar	Building Brands and Traffic Online <ul style="list-style-type: none"> • Online Branding • Search-Engine Marketing • Online Advertising 	ST5 and ST6	No. 5
Week 6 4 April	Building Communities and Relationship Marketing Online <ul style="list-style-type: none"> • Web 2.0 / User-Generated Content sites • Online Content (Blogs, Wikis, RSS) • Social Media 	ST7 and ST8	No. 6
Week 7 11 April	<ul style="list-style-type: none"> • Marketing and Business in Virtual Worlds (Second Life) • Media / Entertainment / P2P 	ST9 and ST10	No. 7
18 and 25 April = NO CLASSES			
Week 8 2 May	E-Business Marketing Information Infrastructure 1 <ul style="list-style-type: none"> • Online Market Research Tools and applications • Web Analytics 	ST11 and ST12	No. 8
Week 9 9 May	E-Business Marketing Information Infrastructure 11 <ul style="list-style-type: none"> • One-to-One Marketing / Database Marketing / Segmentation • e-CRM Applications / Data Mining / ERP 	ST13 and ST14	No. 9
Week 10 16 May	E-Business Marketing Legal and Public Policy Issues <ul style="list-style-type: none"> • Digital Rights Management • Copyright / Privacy • Cyber Security / Fraud 	ST15 and ST16	No. 10
Week 11 23 May	The Future of E-Marketing <ul style="list-style-type: none"> • Technologies and Applications • The Semantic Web / Web 2.0 • Web Services 	ST17 and ST18	No. 11
Week 12 30 May	Course Review		
Week 13 6 June	3 HOUR FINAL EXAM: 9.00am to 12.00am		

11. COURSE SCHEDULE OF ALL ACTIVITIES

	<u>Week 1</u>	Course overview <u>Introduction to E-Business Marketing</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 1
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Select a Seminar Topic	Students will need to select a Seminar Topic (see list on p18)
	<u>Week 2</u>	<u>E-Business Marketing Models</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 2
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
	<u>Week 3</u>	<u>Technologies / Convergence</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 3
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the seminar topics for class discussion.	<p>Presentation and Discussion</p> <p>Seminar Topic 1 and 2</p>
	<u>Week 4</u>	Net Behaviour Products and Services on the Internet
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 4
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the seminar topics for class discussion.	<p>Presentation and Discussion:</p> <p>Seminar Topic 3 and 4</p>

	<u>Week 5</u>	<u>Building Brands and Traffic Online</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 5
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the seminar topics for class discussion.	<p>Presentation and Discussion</p> <p>Seminar Topic 5 and 6</p>
	<u>Week 6</u>	<u>Building Communities and Relationship Marketing Online</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 6
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion	<p>Presentation and Discussion</p> <p>Seminar Topic 7 and 8</p>
	<u>Week 7</u>	<u>Marketing in Virtual Worlds</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 7
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	<p>Presentation and Discussion:</p> <p>Seminar Topic 9 and 10</p>
	<u>Week 8</u>	<u>E-Business Marketing Information Infrastructure 1</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 8
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6

Step 3	Case studies	Presentation and Discussion: Seminar Topic 11 and 12
	<u>Week 9</u>	<u>E-Business Marketing Information Infrastructure 11</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 9
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6.
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion: Seminar Topic 13 and 14
	<u>Week 10</u>	<u>Legal and Public Policy Issues</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 10
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6.
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion Seminar Topic 15 and 16
	<u>Week 11</u>	<u>Future Scenarios of E-Marketing</u>
Step 1	Do the reading	<ul style="list-style-type: none"> • Readings No. 11
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion: Seminar Topic 17 and 18
	<u>Week 12</u>	<u>Course Review</u>
	<u>Week 13</u>	Final Exam on Friday 6 June 2008 at 9.00am

12. ASSESSMENT

The assessment system has been designed to help students learn and apply the concepts introduced during the course.

The purpose of the assessment 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; and
- your ability to *develop* and *support* an argument and recommendations

There are three assessable pieces of work, as detailed below:

Item	Title	Due By	Marks
1.	Seminar Topic: Presentation and Report	As per Schedule in Week 1	20%
2.	E-Business Marketing Project	23 May 2008 at 9.00am	30%
3.	Final Exam	6 June 2008 at 9.00am	50%

Achievement of an overall mark of 50% is required to pass the unit.

Students need to pass the Final Exam to pass this unit.

a. SEMINAR TOPICS PRESENTATION AND DISCUSSION

Seminar Topic Presentation and Written Paper – Value (20%)

The Seminar Topic Program for E-Business Marketing is designed to explore contemporary technology and electronic marketing issues that will intertwine with Lecture material.

Students will groups into pairs, and present and prepare a Written Paper on the nominated Seminar Topic. All allocations will be finalised in the Week One class. Any student who misses this class will be automatically allocated a Topic by the Lecturer. Students who wish to present a Topic not in the Seminar List may ask the Lecturer who may allow a special topic, only if most Topics in the List have been allocated. The Lecturer's decision is final on allocation of Topics.

You will be expected to research your topic and to start a discussion that will be facilitated by the Lecturer and augmented by Lecture material.

Seminar Topic Submissions will be a package that includes a Seminar Topic Presentation File and a Seminar Topic Paper File. Both the Seminar Topic Presentation and Paper must be submitted to the Lecturer before the commencement of the class when the presentation is scheduled.

The Topic Seminar Package should include:

- A Comprehensive Literature Review On The Topic
- Several Questions, Propositions Or Statements Designed To Stimulate Effective Class Discussion – And Especially If You Are Not Sure What Is Meant By The Topic!
- Link Topic Back To E-Business Marketing Thought, Strategy Or Practice – Including Case Studies And Examples
- A Separate Paper of no more than 5 pages (minimum size 10-font) including the following:
 - Notes from the Presentation integrated into a discussion
 - Key Ideas, Points and Facts That You Discovered From Studying This Topic
 - Briefly Discuss How You Would Link This Topic Back To E-Marketing Thought, Strategy and Practice
 - All Papers Must Have Appropriate Citation And Referencing With A Full Reference List At The End

Thirty (30) minutes will be allocated for students to deliver their presentation, including conducting a Question and Answer session. The 30 minute timeframe may be spread out at the discretion of the Lecturer to address relevant lecture material within the Seminar Topic. The presentation should be about 20-25 minutes, with at least 10 minutes allocated for the Question and Answer session. Presenters should organise questions as part of the presentation assessment component is based on the Q&A session.

A Handout for all class members is compulsory, which should include a copy of slides from the presentation with additional but brief explanatory notes and discussion. The Handout is included in the presentation assessment and must be submitted to the Lecturer prior to the commencement of the Seminar.

Assessment Guide for Seminar Topic Presentations and Paper:

Content	(35%)
Structure	(10%)
Clarity/Relevance	(10%)
Q&A Session	(10%)
Quality of Handout	(10%)
Quality of Paper	(25%)

E-BUSINESS MARKETING SEMINAR TOPICS LIST

Week	SEM NO.	SEMINAR TOPICS
3	ST1	3G, 3.5G, 3.75G, 4G and Beyond – Defining Mobile Phone Services and their Business/Marketing Applications
3	ST2	Marketing Emerging Converged Digital Technology Devices – Visions and Examples From Vendors (Possible Examples: Intel, Sony, Apple, Microsoft, and other Suppliers?)
4	ST3	Retailing on the Web: Defining the digital natives (re: PwC Report)
4	ST4	Buyer and Consumer Behaviour on the net. Is it any different to the offline world?
5	ST5	Search-Engine Marketing: Does GOOGLE now Rule The World?
5	ST6	SMS and Advanced Smart Mobile Communications Marketing Campaigns
6	ST7	Social Media: Threat Or Opportunity For Marketing Communications? (e.g. Podcasts, Vodcasts, Blogs and Wiki's)
6	ST8	Is Web 2.0 a New Marketing Paradigm? Define and Discuss Web 2.0 from a Marketing Perspective
7	ST9	Will Marketing Have a Second Life? Marketing in Virtual Worlds?
7	ST10	P2P: Beyond Napster – current and emerging Business and Marketing applications
8	ST11	Using online Market Research – How can organisations get to really understand and know their customers?
8	ST12	Web Analytics: The new research tools for marketers?
9	ST13	e-CRM in Marketing Action: Case Study On e-CRM Development and Implementation(s).
9	ST14	Segmentation in an online world: New approaches. New Thinking.
10	ST15	Managing Digital Rights Management (DRM) in a Downloading World
10	ST16	Cyber Security – Doing Business in the Cyber Frontier.
11	ST17	The Semantic Web – Future Vision and uses for the World-Wide Web?
11	ST18	Open-Source Product/Service Development – New Business, New Marketing?

b. E-BUSINESS MARKETING PROJECT

Each student will be required to participate in a major project describing and/or investigating an electronic marketing initiative. The project will include a specification for improving or upgrading the electronic marketing initiative. The project should be completed by groups of **two (min.) to four (max.)** students.

The project is designed to provide students with an insight as to how information technologies and tools can be used in the context of the development of e-marketing strategy or execution.

An additional project design feature is for students to express business or marketing issues arising from investigation and analysis into specifications that technical staff could implement to address these issues. However, projects with functional and technical specifications for the introduction of technologies or information flows into an organisation alone and without reference to marketing strategy will not constitute valid projects.

Typically students choose projects that are focused on developing an effective electronic presence i.e. developing and delivering effective customer interface – thus expressing their marketing messages and branding online.

PROJECT SELECTION

The project type for this subject is a Marketing Plan that focuses on a specific **E-Commerce or E-Business Initiative with Marketing Relevance within an Organization.**

Analysis of these initiatives should, where possible, utilise analytical frameworks or approaches from the E-Business Marketing subject.

Students are encouraged where possible to apply effective marketing research analysis tools in their projects. Projects with rigorous and effective marketing research analysis that validates (or questions) their strategic focus will be rewarded with higher assessments.

PROJECT DEADLINE

The E-Business Marketing Project must be submitted to the Lecturer no later than 0900 Friday (Week 11).

The E-Business Marketing Project;

- Must conform to *Harvard Referencing/citation standards*
- Not exceed 20 pages excluding appendices and exhibits.

All final reports should have at least the following sections noted in the checklist below.

E-Business Marketing Project Structure:

- Student Name, Id, Email-Address, and Title of Paper on the Cover Sheet
- Table of Contents
- Executive Summary
- Introduction
- Clear Description of what the project is about and the initiative to be reported
- Clearly Structured Sections And Headings for The Body of the Report
 - Analysis using E-Business Analytical Frameworks and/or approaches
 - Research Methodology and Findings
 - Objectives and Strategies
 - Business/Marketing Recommendations
 - Conclusion
- References - Harvard Referencing Method
- Appendices
 - Research instruments to be included where possible in the Appendices
- Checked for spelling, effective grammar and expression (heavy penalties apply where sections are unreadable due to poor grammar, expression and poor formatting)
- The Report should be 20 pages (max.) in length, (excluding appendices and exhibits, Title and Table of Contents Pages, References)

Report Assessment Guide

Pass

- Well presented report that demonstrates only a basic capability in terms of marketing analysis and planning, or literature review and research findings.

Credit

- Well presented report that demonstrates a good capability level in terms of marketing analysis and planning with good coverage on market sizing and competitor analysis, strong financial analysis and effective project plans, or effective literature, primary research and research findings.

Distinction

- Professionally presented report that would be regarded equivalent to a good consultant's marketing plan with strong marketing analysis capability and planning plus strong coverage on market sizing and competitor analysis, strong financial analysis and strong project plans, or superior literature review, research findings and discussion.

High Distinction

- A report worthy of entry into the Australian Marketing Institute Marketing Project Awards i.e. superior professionally presented report with comprehensive and creative marketing analysis and planning, plus outstanding financial and project planning sections, or outstanding literature review, theory/model building, primary research and research findings and discussion.

C: FINAL EXAM

The Final Exam will be held at Macquarie University.
It is a 3 hour closed book (online) exam, held on Friday 6 June at 9.00am in
Week 13:

Further details of the Final Exam will be communicated to students in Week 11.

YOU MUST PASS THE EXAM TO PASS THE COURSE.

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 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.

13. 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.

Grade Definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit Satisfactorily</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final Examination</i>
I	Incomplete	<i>Incomplete Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be Completed.</i>

14. 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: 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.

15. STUDENT SUPPORT SERVICES

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

16. CODE OF CONDUCT

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer.

Students are expected to be quiet during lectures unless, of course, class participation is required.

Mobile phones should be turned off during classes; not simply set to "silent".