



# **MKTG813: Marketing Principles**

**Phillip Morgan**

**Semester 1,**

**Year 2009**

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT OUTLINE**

**Year and Semester: 2009, Semester 1**

**Unit convenor: Phillip Morgan**

**There are no Prerequisites / Corequisites for this unit**

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

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.

## **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.

## **TEACHING STAFF**

Phillip Morgan  
[phillip.morgan@grassrootsgroup.com.au](mailto:phillip.morgan@grassrootsgroup.com.au)

Consultation by appointment only.

## **CLASSES**

There are 13 weekly classes, 3 hours face-to-face teaching per week consisting of a 2 hour lecture and 1 hour workshop. Classes are in room E5A118 on Tuesdays 2pm to 5pm. The Final Examination will be held in the last week (Week 13).

The timetable for classes can be found on the University web site at:  
<http://www.timetables.mq.edu.au/>

(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)

## **REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

### **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. ISBN 9781741034969**

### **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 WEB PAGE

The web page for this unit can be found at: <http://www.efs.mq.edu.au>

## LEARNING OBJECTIVES AND OUTCOMES

On successful completion of this course, you will be able to:

- 1. Understand marketing's role in the organisation**
- 2. Examine and apply a strategic approach to marketing issues and decisions**
- 3. Apply marketing theories to analyse and solve marketing problems**

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

*Critical analysis skills (to evaluate, synthesise, and judge); and  
Problem-solving skills (to apply and adapt knowledge to the real world).*

## TEACHING AND LEARNING STRATEGY

There are 39 hours of formal class time in this course, consisting of:

- Lecture Topics and Discussion
- Weekly Workshops using an online web discussion page
- Individual and Group based Assessments

Students are required to prepare for and attend classes; participate in the weekly web discussions; 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 exercises associated with the textbook and the online web discussion 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.)

## COURSE SCHEDULE

Week No.	Date	Topic	Textbook References and Due Dates for Assignments
1	24 <sup>th</sup> February	Marketing: Creating Value & Customer Retention	Chapters 1 & 2
2	3 <sup>rd</sup> March	The Global Environment <i>(1st Weekly Web Discussion Question up)</i>	Chapter 5 <i>Assignment 1 Case Studies to be advised</i>
3	10 <sup>th</sup> March	Strategic Marketing and Marketing Planning <i>(Group Formation)</i>	Chapters 3 & 4
4	17 <sup>th</sup> March	Information Management & Marketing Research	Chapters 6
5	24 <sup>th</sup> March	Consumer and Business-to-Business Buyer Behaviour	Chapters 7 & 8
6	31 <sup>st</sup> March	Market Segmentation, Targeting & Positioning	Chapter 10
7	7 <sup>th</sup> April	The Extended Marketing Mix: The Nature of Products	Chapters 11 & 12 <i>Assignment 1 Individual Case Study DUE</i>
<b><i>Mid Semester Break</i></b>			
8	28 <sup>th</sup> April	Product Strategy	Chapters 11 & 12
9	5 <sup>th</sup> May	The Extended Marketing Mix: Pricing	Chapter 13
10	12 <sup>th</sup> May	The Extended Marketing Mix: Marketing Communications	Chapters 16, 17 & 18
11	19 <sup>th</sup> May	The Extended Marketing Mix: Distribution	Chapters 14 & 15 <i>Assignment 2 Group Marketing Report DUE</i>
12	26 <sup>th</sup> May	Strategic Competitive Advantage/Revision	Chapter 19
13	2 <sup>nd</sup> June	<b><i>Final Exam</i></b>	

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

### 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%	April 7 <sup>th</sup> , 2009
Major Marketing Report (Group) ***	30%	May 19 <sup>th</sup> , 2009
Involvement in Weekly Web Discussion	10%	Weekly
Final Exam (Individual)	40%	June 2 <sup>nd</sup> , 2009
<b>TOTAL</b>	<b>100%</b>	

\*\*\* moderated by peer assessment

Note: 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

*How assessments relate to learning outcomes:*

Assessment Item	Related Learning Outcomes
Case Study Paper (Individual)	<ol style="list-style-type: none"> <li>1. Understand marketing's role in the organisation</li> <li>2. Examine and apply a strategic approach to marketing issues and decisions</li> <li>3. Apply marketing theories to analyse and solve marketing problems</li> </ol>
Major Marketing Report (Group) ***	<ol style="list-style-type: none"> <li>1. Examine and apply a strategic approach to marketing issues and decisions</li> <li>2. Apply marketing theories to analyse and solve marketing problems</li> </ol>
Weekly Web Discussion	<ol style="list-style-type: none"> <li>1. Understand marketing's role in the organisation</li> <li>2. Examine and apply a strategic approach to marketing issues and decisions</li> <li>3. Apply marketing theories to analyse and solve marketing problems</li> </ol>
Final Exam	<ol style="list-style-type: none"> <li>1. Understand marketing's role in the organisation</li> </ol>

(Individual)	<b>2. Examine and apply a strategic approach to marketing issues and decisions</b> <b>3. Apply marketing theories to analyse and solve marketing problems</b>
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## ASSESSMENT DETAILS

<b><u>Assessment 1:</u></b>	<b>Case Study Paper (Individual)</b>
<b><u>Due:</u></b>	<b>Tuesday 7<sup>th</sup> April, 2009</b>
<b><u>Weighting:</u></b>	<b>20%</b>

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 on Tuesday 7<sup>th</sup> April, 2009. **Please also attach an individual assignment cover sheet (*Appendix 1*) to the front of your assignment.** 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.

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

	<b>Criterion</b>	<b>Weighting</b>
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%
	<b>TOTAL</b>	<b>100%</b>



<b><u>Assessment 2:</u></b>	<b>Major Marketing Report (Group)</b>
<b><u>Due:</u></b>	<b>Tuesday 19<sup>th</sup> May, 2009</b>
<b><u>Weighting:</u></b>	<b>30% (All group work is peer moderated)</b>

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.

**Please also attach a group assignment cover sheet (*Appendix 2*) to the front of your assignment.**

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

	<b>Criterion</b>	<b>Weighting</b>
1	<b>Marketing Environment Analysis</b> - 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	<b>SWOT Analysis</b> - The student has presented a well analysed SWOT as a direct result of the Marketing Environment Analysis with a conclusion.	20%
3	<b>Future Growth Opportunities</b> - 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	<b>Revised Objectives and Marketing Strategy</b> - 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.	<b>Overall Presentation &amp; References</b> - 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%
	<b>TOTAL</b>	<b>100%</b>

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

**Assessment 3:**            **Weekly Web Discussion**  
**Due:**                        **Weekly (final mark given out on 26<sup>th</sup> May**  
**Weighting:**                **10%**

From Week 2, a question on the topic from that week will be placed on the webpage for this subject. Students are expected to view this question during the week between lectures and make a brief comment or discuss comments made by other students in the class. Each week in the first half hour of the class that question will then be further discussed in class.

Table 3. Criteria for Assessment of Weekly Web Discussion

Criterion	Weighting
Integration and Application of Marketing Concepts	40
Evidence of Preparation and Ability to Discuss/Debate the Issues and What Others in the Group have said.	30
Consistent Contribution to the Group Discussion	20
Quality of expression and presentation; appropriate referencing	10
Total	100

**Assessment 4:**            **Final Examination**  
**Time Limit:**            **2 Hours + 10 minutes reading time**  
**Date:**                        **In last lecture – June 2<sup>nd</sup> (Week 13)**  
**Weighting:**                **50%**

A 2 hour closed book final examination for this unit will be held during the University Examination period. It will be a closed book examination, and 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.

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>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

You are advised that it is Macquarie University policy not to set early 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 examination period.

## **GENERAL INFORMATION ON ASSIGNMENTS**

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.

Feedback on your assignments are provided two weeks from the submission date. The feedback will comment about your submission relative to the corresponding assignment's Assessment Criteria (outlined previously).

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.

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.

Remember the essays must be your own work. Plagiarism, Cheating or Collusion of any sort is a serious offence and will be penalised.

### *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;

### **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 Undergraduate 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.

### **DETERMINATION OF OVERALL GRADE**

The overall mark is a culmination of the three assessment tasks. 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.

### **STUDENT SUPPORT SERVICES**

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

**Appendix 1 Individual Case Study Cover Sheet**

<p style="text-align: center;"><b>Macquarie University</b></p> <p style="text-align: center;"><b>Faculty of Business and Economics</b></p> <p style="text-align: center;"><b>MKTG 813 Principles of Marketing</b></p> <p style="text-align: center;"><b>Cover Sheet for Case Study Assignment</b></p>
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*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.

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**Appendix 2 Group Project Cover Sheet**

<p><b>Macquarie University</b></p> <p><b>Faculty of Economics and Business</b></p> <p><b>MKTG 813 Principles of Marketing</b></p> <p><b>GROUP DETAILS FOR ASSIGNMENTS</b></p>
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*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' 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:**

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

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