MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT GUIDE

Year and Semester: 2012, Semester One
Unit Convenor: Dr. LayPeng Tan
Prerequisites: MKTG696 or admission to MActPrac or MCom or MEc or MIntBus prior to 2011 or admission to MIntRel or MEnvEd or MSusDev
Credit points: 4 points

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 the Convenor of 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.
TEACHING STAFF

Convenor/Lecturer: LayPeng Tan
Email: laypeng.tan@mq.edu.au
Phone: 02 – 9850 8505

CONTACTING STAFF

Consultation Hours: Wednesday 3.00pm-5.00pm, E4A 453 (level 4)

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct consultations by email. You may, however, phone staff during their consultation hours.

- Other ways of contacting staff
  You are also encouraged to post your questions via the iLearn discussion forum.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

- There are 3 hours of classes each week. These are run as a seminar and will consist of lectures and presentations.
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- Attendance will be taken in class.
- Warning: You MUST attend 11 of the 13 seminars. Failure to do so will lead to a major deduction in your overall marks.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. Work-related reasons are not accepted for your absence.
- You are expected to arrive on time and not to leave until the class ends.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text

This text can be purchased from the Macquarie University Co-op Bookshop
Supplementary Reading List

There are a number of marketing monographs, journals and magazines. The small samples 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.


Additional Learning Materials

Students should also consult a wide range of journals, such as the following:

**Newspapers/Magazines**
- Business Review Weekly
- Australian Financial Review
- The Australian (Marketing section)
- B&T Magazine
- Advertising News
- Sydney Morning Herald (Business section)
- Advertising Age
- Adnews
- Marketing

**Academic Journals**
- Journal of Marketing
- Harvard Business Review
- Journal of Consumer Research
- Journal of Advertising
- Journal of Retailing
- Journal of Marketing Management
- European Journal of Marketing
- Journal of Services Marketing
- Australian Marketing Researcher
TECHNOLOGY USED AND REQUIRED

- Use of a PC or laptop
- Software: Word processing, PowerPoint and access to iLearn for course materials

UNIT WEB PAGE

Course materials, including lecture notes, list of supplementary readings and course-related announcements, are available on the learning management system (iLearn) at https://ilearn.mq.edu.au

LEARNING OUTCOMES

The learning outcomes of this unit are:

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
4. Evaluate the role of marketing research in decision making
5. Distinguish between consumer versus organisational buyer behaviour
6. Understand the challenges of marketing globally

GRADUATE CAPABILITIES

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability 1 below (in bold).

1. **Learn to apply marketing principles and tactics in local and global markets for organisations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).**
2. Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.
5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.
6. Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company’s chances of achieving a sustainable competitive advantage.

In addition to the discipline-based learning objectives, all academic programs at
Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world. This unit contributes to this by developing the following graduate capabilities (in bold):

1 Discipline Specific Knowledge and Skills
2 Critical, Analytical and Integrative Thinking
3 Problem Solving and Research Capability
4 Creative and Innovative
5 Effective Communication
6 Engaged and Ethical Local and Global citizens
7 Socially and Environmentally Active and Responsible
8 Capable of Professional and Personal Judgement and Initiative
9 Commitment to Continuous Learning

TEACHING AND LEARNING STRATEGY

The unit is delivered in seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions. Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of seminar sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week. The weekly topics and key activities appear on the final page of this unit outline.

The lecture notes will be posted on iLearn at https://ilearn.mq.edu.au on a weekly basis. The recording (video or tape) of lectures/seminars is not permitted.

RESEARCH AND PRACTICE

- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The assessment scheme of the unit is in the following page. Please note:
1. Late submission of any written assignments will result in 10% per day penalties.
2. Students who are absent or do not participate in the group / individual presentation will get 0% automatically.
3. Extensions for written assignments will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work commitments. Written requests for extensions must be made to the unit convenor prior to the due date.
4. Students must attend at least 11 seminars to be allowed to take the final examination.
5. Students must achieve a passing grade or above in the final examination to pass the course.
### MKTG813 (S1/2012): Assessment Scheme

<table>
<thead>
<tr>
<th></th>
<th>Individual Assignments (25%)</th>
<th>Group Report (30%)</th>
<th>Class Test (10%)</th>
<th>Final Exam (35%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Individual assignments include:</td>
<td>This project is made up of presentation (10%) and write-up (20%).</td>
<td>This class test is 40 minutes.</td>
<td>3 hours, closed-book exam during the exam period.</td>
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<td></td>
<td>Case analysis and presentation/discussion (20%) based on a randomly assigned case study.</td>
<td>Presentation is for 10 minutes followed by 5 minutes of class questions.</td>
<td>40 Multiple choice questions based on all material covered in Week 1 to 3.</td>
<td>Multiple choice and written answers.</td>
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<td></td>
<td>Participation in seminars and online discussion forums throughout the semester (5%)</td>
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<tr>
<td><strong>Due date</strong></td>
<td>Case Presentation will be on Week 7,8,9,10 and 11.</td>
<td>Presentation: Week-6 (2-April) All groups must be ready to present.</td>
<td>Week 4 at the start of the class.</td>
<td>Please check the exam timetable for location and time.</td>
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<td></td>
<td>Written case analyses are to be uploaded to iLearn 7 days prior to assigned presentation/discussion.</td>
<td>Written Plan: Week 13 (4-June) Hardcopy to be submitted in class.</td>
<td>Please be seated 5 minute before class.</td>
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<td></td>
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<td>Electronic submission via iLearn by 1pm, 4-June-2012.</td>
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<tr>
<td><strong>Marking criteria/standards &amp; expectations</strong></td>
<td>Assessment criteria will be provided in Week2.</td>
<td>Assessment criteria will be provided in Week2.</td>
<td>This is an early-warning test to see if you have been studying.</td>
<td>n/a</td>
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<tr>
<td><strong>Submission method</strong></td>
<td>In-class &amp; online iLearn submission</td>
<td>In-class &amp; online iLearn submission</td>
<td>In class</td>
<td>n/a</td>
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<tr>
<td><strong>Feedback (type, method, date)</strong></td>
<td>Feedback will be given two weeks from the assigned presentation date.</td>
<td>Feedback will be given before the final examination.</td>
<td>Feedback will be given in class, after the mid-semester break</td>
<td>n/a</td>
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<tr>
<td><strong>Estimated student workload (hours)</strong></td>
<td>25 hours</td>
<td>30 hours</td>
<td>10 hours</td>
<td>35 hours</td>
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<tr>
<td>Learning outcomes assessed</td>
<td>Individual Assignments</td>
<td>Group Report</td>
<td>Class Test</td>
<td>Final Exam</td>
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<td>Understand marketing’s role in the organisation</td>
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<td>Apply marketing theories to analyse and solve marketing problems</td>
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<td>Distinguish between consumer versus organisational buyer behaviour</td>
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<tr>
<td>Understand the challenges of marketing globally</td>
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<p>| Graduate capabilities assessed | | | |
|-------------------------------| | | |
| Discipline Specific Knowledge and Skills | | 5 | 10 |</p>
<table>
<thead>
<tr>
<th>Critical, Analytical and Integrative Thinking</th>
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<tr>
<td>Problem Solving and Research Capability</td>
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<tr>
<td>Creative and Innovative</td>
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<tr>
<td>Effective Communication</td>
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<td>5</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>25%</td>
<td>30%</td>
<td>10%</td>
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Individual Assignments (25%)
A) Case Study (Written: 12% Presentation/Discussion: 8%)
B) Seminar Participation (5%)

Case Study: Students will be randomly assigned a case study in Week 2. The written case analysis is to be completed on an individual basis. The write-up (maximum 10 printed pages, 1.5 line-spaced and 12-point font) is to be submitted via iLearn 7 days prior to the case presentation. Case presentations / discussion will take place in Week 7 (Case 1), Week 8 (Case 2), and Week 9 (Case 3) and so on (Please see weekly schedule).

It is expected that all participants of this unit will have read the case study prior to attending the classes and will be contributing to the discussion. Further information about the case study will be provided in class (Week-2). The marking guides for these assessment tasks will be available on iLearn.

Seminar participation: Students are expected to be active and engaged learners, contributing fully to seminar sessions and online discussion forums. Students’ participation throughout the semester will be evaluated by the lecturer. Attendance itself does not generate any marks. To gain marks, a student is expected to make meaningful contributions during class time and on iLearn discussion forums. Professional conduct and behaviour in class / online will also be taken into consideration.

Group Report (30%)
The major group project has two components, a project update (Presentation – 10%) and a final written plan (20%). The task is to prepare a Marketing Plan for a new product (to be approved by unit convenor). To undertake this task students are required to work in a group consisting of 4 to 5 members. Further information about the group project will be provided in class (Week-2). The marking guides for these assessment tasks will be available on iLearn. A peer review will be conducted at the completion of this project, the result of which will help to determine individual scores for the group project.

Class Test (10%)
This is an in-class test in Week 4 that covers all the materials in the first three weeks. Students may only sit for this test once. Failure to sit for the class test will result in a zero grade for this assessment. Students who fail this class test will be counselled as an early warning that they have to work harder in this course.

Final Examinations (35%)
A final examination is included as an assessment task for this unit to provide assurance that:
   i) the product belongs to the student and
   ii) the student has attained the knowledge and skills tested in the exam.

A 3 hour closed-book final examination for this unit will be held during the University Examination period.

The University Examination period for Semester 1, 2012: 12-June to 29-June 2012.
You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

http://exams.mq.edu.au/

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. The University's policy on special consideration process is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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 Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

http://www.mq.edu.au/policy/docs/examination/policy.htm

**ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

**GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction
D - Distinction
CR - Credit
P - Pass
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Support Services. Details of these and other services for students can be accessed at http://www.student.mq.edu.au

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when using University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved units is deemed inappropriate.

- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.
<table>
<thead>
<tr>
<th>Week</th>
<th>Monday</th>
<th>Topic</th>
<th>Key Activities</th>
<th>Textbook</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27-Feb-12</td>
<td>Unit Overview Marketing: Creating Value &amp; Customer Retention</td>
<td>Ice Breaker</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>5-Mar-12</td>
<td>Strategic Marketing Planning</td>
<td>Group Project</td>
<td>Chapters 3 &amp; 4</td>
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</tbody>
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**Part B: Understanding the Market**

<table>
<thead>
<tr>
<th>Week</th>
<th>Monday</th>
<th>Topic</th>
<th>Key Activities</th>
<th>Textbook</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>12-Mar-12</td>
<td>Strategic Analysis (I) - Ext Environment, Competition</td>
<td>Class Discussion</td>
<td>Chapter 5 &amp; 6</td>
</tr>
<tr>
<td>4</td>
<td>19-Mar-12</td>
<td>Strategic Analysis (II) - Customers, Internal Capabilities</td>
<td>Class Test</td>
<td>Chapters 7 &amp; 8</td>
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</tbody>
</table>

**Part C: Developing Marketing Strategy**

<table>
<thead>
<tr>
<th>Week</th>
<th>Monday</th>
<th>Topic</th>
<th>Key Activities</th>
<th>Textbook</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>26-Mar-12</td>
<td>Market Segmentation, Targeting &amp; Positioning</td>
<td>Class Discussion (Case Study)</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>6</td>
<td>2-Apr-12</td>
<td>Project Update</td>
<td>Group Project Presentations</td>
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</tbody>
</table>

**Mid-Semester Break (6-22 April 2012)**

<table>
<thead>
<tr>
<th>Week</th>
<th>Monday</th>
<th>Topic</th>
<th>Key Activities</th>
<th>Textbook</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>23-Apr-12</td>
<td>Product Strategies</td>
<td>Case Presentation (1)</td>
<td>Chapters 10 &amp; 11</td>
</tr>
<tr>
<td>8</td>
<td>30-Apr-12</td>
<td>Pricing Strategies</td>
<td>Case Presentation (2)</td>
<td>Chapters 12</td>
</tr>
<tr>
<td>9</td>
<td>7-May-12</td>
<td>Distribution Strategies</td>
<td>Case Presentation (3)</td>
<td>Chapter 13 &amp; 14</td>
</tr>
<tr>
<td>10</td>
<td>14-May-12</td>
<td>Integrated Marketing Communications Strategies</td>
<td>Case Presentation (4)</td>
<td>Chapter 15, 16, &amp;17</td>
</tr>
<tr>
<td>11</td>
<td>21-May-12</td>
<td>Integrated Marketing Communications Strategies (II)</td>
<td>Case Presentation (5)</td>
<td>Chapter 15, 16, &amp;17</td>
</tr>
</tbody>
</table>

**Part D: Putting Strategy into Action**

<table>
<thead>
<tr>
<th>Week</th>
<th>Monday</th>
<th>Topic</th>
<th>Key Activities</th>
<th>Textbook</th>
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</thead>
<tbody>
<tr>
<td>12</td>
<td>28-May-12</td>
<td>Strategy Implementation &amp; Control</td>
<td>Class Discussion</td>
<td>Supplementary Reading</td>
</tr>
<tr>
<td>13</td>
<td>4-Jun-12</td>
<td>…into the future and Course Review</td>
<td>Group Report Due 1pm, 4-June-2012</td>
<td>Briefing on Final Examination Chapter 18</td>
</tr>
</tbody>
</table>

*Please note that the weekly schedule and content may be subjected to modifications as the semester progresses. Please refer to iLearn for the reading list.*