

Student Resources  
Division of Economic and Financial Studies  
MACQUARIE UNIVERSITY

# MACQUARIE UNIVERSITY



DIVISION OF ECONOMIC AND FINANCIAL STUDIES  
BUSINESS DEPARTMENT

## COURSE OUTLINE, 2004

**UNIT:** MKTG305 - Marketing Seminar

**LECTURER:** Julian de Meyrick

**TIME:** Tuesday, 6.00 to 9.00 pm

**LOCATION:** E6A 102

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# **MKTG305 Marketing Seminar**

**Second Semester, 2004**

## **Course Objective**

Marketing is a wide-ranging discipline and it draws on many areas of learning and understanding. This unit is designed to bring together the various learning streams you have covered in your marketing studies at Macquarie University. You will have the opportunity to reflect on the knowledge and the skills you have accumulated. You will then organize this knowledge and apply it in a coordinated way, to current, important marketing issues. From the purely practical perspective, you will be able to decompose a complex marketing problem into its component parts and develop an appropriate, integrated marketing response.

Critical outcomes include:

- You will have a greater understanding of how the various units you have studied contribute to your execution of the marketing role in a contemporary organization.
- You will be able to think analytically about a marketing problem. You will be able to decompose a complex marketing problem into its component parts and develop an appropriate response to each of these component parts and the problem as a whole.
- You will have encountered and given some thought to important marketing issues that will impact on the way you act as a marketer in contemporary society.
- You will have enhanced your group work, presentation and marketing report-writing skills.

This is a seminar unit. That means, more than in conventional lecture- and tutorial-based units, that the rewards you take out of the unit and the extent to which we achieve the outcomes listed above, will be determined by the effort you put into each of the seminars and projects in the unit. It is you, the seminar participant, who will have the major influence on the quality of the seminar.

## **Format**

There are no conventional lectures in this unit. Each topic is introduced and the key issues identified in a group presentation. Then it is fully explored by way of discussion and debate – a seminar approach. Occasionally, practitioners with relevant expertise will join in the seminars. These guests will not present lectures but rather, participate in the discussions contributing their experience and expertise where appropriate.

## Presentations

You are to work in teams for each presentation. When determining the groups, we will aim for a balance in skills, rather than just enable friends to work together. Remember that you will be required to provide a peer assessment of your fellow team members' contributions to the presentation.

Each presentation topic will be announced two weeks in advance, to ensure equal preparation opportunity for all groups, for all topics. At the time the topic is advised, some suggested preliminary reading material will be made available in ERIC. This reading material is to be the starting point for your own research and analysis – simply regurgitating the readings in your presentation will earn no marks.

Your presentation will identify the key marketing decisions to be made in relation to the topic. To do this, you will be expected to identify the key marketing issues in the topic. You will then need to consider how the various skills and points of view you have encountered during your studies here at Macquarie can be applied to the issues. For example, some of the questions you might address include:

- What is the key marketing issue here and how does this issue impact on marketing strategy?
- What are the key information needs I will have to meet in order to make a sound decision in this case? What are the key elements in my plan to gather this information? Are there other information requirements in this situation?
- What aspects of our understanding of consumer behaviour are important here? What model of consumer behaviour will we apply? Why?
- What are the implications for each of the elements of the marketing mix?
- How will I monitor and evaluate my strategy?
- What impact does this issue have on our organisation's structure and vice versa?

Every group is to prepare a Powerpoint presentation lasting up to 20 minutes, plus 10 minutes for questions.

## Assignments

There are two **individual** assignments to be completed in addition to the seminar presentations:

1. The first assignment is to address a real, current issue confronting the University. We will receive a formal brief for this assignment in Week 2. You are expected to apply your marketing knowledge to the problem and provide practical professional marketing strategy advice to the University. Some of the issues you will be expected to address include (but are certainly not limited to):

- Further information needs: what else do you need to know to make any particular decision? You will not have time (or resources) to mount anything more than the most rudimentary research project but it is important that you give realistic advice to the University on exactly what information they will need, how to go about gathering that information and how to use it in the strategy development process.

- Situation analysis: What are the key factors that describe the University's current situation and the main factors affecting its future strategy development? What are the key issues?
- Realistic objectives: Given the current situation and the University's resources, what can realistically be achieved? See the note below on Metrics.
- Target market: Describe in meaningful, actionable terms, the University's target market.
- Strategy recommendations: Issues to be thought about here include positioning, communication strategy, ethical issues to be borne in mind when developing and executing the strategy.
- Metrics: How should the University monitor, control and assess its marketing strategy?
- Timetable: When should all this activity take place? When will the different resources be needed?

This assignment is due in week 6 and must be lodged in the box in ERIC by the ERIC closing time (4.45pm) on Friday, 3 September. 10% of the original mark will be deducted for every working day that an assignment is late. You are expected to properly manage this project, including time management and contingency planning. Printer and other last minute computer problems will not be considered valid reasons for granting an extension of this deadline.

The best assignments will form the basis for a presentation from the entire course, in person, to the Vice Chancellor (Prof Di Yerbury), the Deputy Vice Chancellor – Academic (Prof John Loxton), the Dean of the Division of Economic and Financial Studies (Prof Ed Davis), the Head of the Business Department (Prof Farhat Yusuf), and management and staff from the University's PR and Marketing Office.

There is no firm word limit for this assignment. However, it is unlikely that an assignment of less than 2,000 words would cover all the issues, analysis and recommendations that we would like to present to the Vice Chancellor. On the other hand, an assignment in excess of 5,000 words may contain unnecessary padding or may have lost the plot. Padding and lost plots will attract penalties.

2. The second assignment is a marketing assignment for a real company, operating in Australia and who has come to us for advice. The brief for this assignment will be given out in week 7 and your report is due in week 11. Once again, it must be lodged in the box in ERIC by the ERIC closing time (4.45pm) on Friday, 29 October. 10% of the original mark will be deducted for every working day that an assignment is late.

The dot points set out above in relation to the first assignment also refer to this second assignment.

The best reports will be presented to the senior marketing executive in the sponsoring company. The executive is a busy person and the comments on word limits above apply.

## Assessment

Assessment is in three parts:

1. **Presentation:** Your presentation accounts for 10% of your overall grade. Grading will cover four aspects of the presentation:
  - Coverage of the topic: this relates to the extent to which the reading material has been incorporated into the presentation. More weight will be given to evidence that additional research and thought has gone into the preparation of the presentation.
  - Quality of analysis: this relates to the integration of material and conclusions.
  - Quality of the presentation: this relates to the clarity of organization and presentation, the content and integration of illustrations, time management, and confidence with which it is delivered.
  - Teamwork: this relates to how the group presents as a team on the day. It is not necessary for each member of the team to present but the different roles and contributions of the team members must be demonstrated. Each team member will provide a peer assessment of the participation and contribution of each of the other members of the team. This will influence the proportion of the overall group grade awarded to each member.
  
2. **Assignments:** The assignments each account for 30% of your overall grade. Grading of each assignment will cover:
  - Scope of the report
  - Quality of analysis
  - Linkage between analysis and recommendations
  - Clarity and appropriateness of presentation

Remember the audiences for each of the reports. They are busy people who are used to receiving clear, concise reports. Marks will be awarded where your recommendations are easy to read, including the supporting evidence for your recommendations and comprehensive referencing so that the recipients can seek any further information or clarification they might require.

Any incidents of plagiarism or cheating of any sort, apart from being immoral, will have the potential to embarrass this unit and the university and will therefore be dealt with severely. Please refresh your understanding of the University's policy on plagiarism.
  
3. **Examination:** There will be a three-hour final examination worth 30% of your grade for the unit. All of the topics covered in the course will be addressed in the examination. The questions are designed to examine your recollection and your understanding of the presentations and the group discussions of each of the topics. Recollection of these discussions will merit a pass, to gain a higher grade, it will be necessary to demonstrate that you have put further thought into these important marketing topics.

**Lecturer in Charge:**

Julian de Meyrick  
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Extn: (9850) 8463  
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Consultation: Generally 5.00 to 6.00 pm Tuesday. Students are encouraged to contact the LIC at any time and make an appointment to meet at mutually convenient time.

**Timetable:**

Seminars are held on Tuesday, 6.00 to 9.00 pm in E6A102  
The attached Timetable sets out the main activities and dates through the course.

**Plagiarism, Special Consideration, Grading and Supplementary Examinations**

By now, you will be familiar with the University's and the Department's policy on plagiarism and cheating but I recommend that you reread the policy to refresh your knowledge. It is only necessary to remind you that the overwhelming majority of students work hard and effectively in this unit. Any student attempting to take advantage of someone else's work or otherwise try to gain an unfair advantage will incur the wrath of the University and their fellow students. This close to the end of your studies, that would be very unfortunate.





## MKTG305 Marketing Seminar

Second Semester, 2004

Week No.	Date	Activity
1	3 Aug	Unit introduction Group formation Practice case
2	10 Aug	Assignment 1 Brief
3	17 Aug	Seminar 1
4	24 Aug	Seminar 2
5	31 Aug	Seminar 3
6	7 Sep	<b>Assignment 1 Due</b>
7	14 Sep	Assignment 2 Brief
		<b>Mid-Semester Break</b>
8	5 Oct	<b>Debate</b>
9	12 Oct	Seminar 4

10	19 Oct	Seminar 5
11	26 Oct	<b>Assignment 2 Due</b>
12	2 Nov	Seminar 6
13	9 Nov	<b>Course Review</b>

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