



**College of Commerce
Division of Economic and Financial Studies
Business Department**

MKTG101

MARKETING FUNDAMENTALS

UNIT OUTLINE

First Semester, 2005

Lectures: Wednesdays 3-6pm, Mason Theatre
Thursdays 6-9pm, C5C T1
Fridays 3-6pm, Macquarie Theatre

Unit Convenor: Julian de Meyrick

Prerequisites: There are no prerequisites for this unit.

Students in this unit should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.

Student Resource Centre
Division of Economic and Financial Studies
MACQUARIE UNIVERSITY

ABOUT THIS UNIT

MKTG101 is a 3 credit point unit.

Displays of marketing practice surround us. In the course of an ordinary day we encounter hundreds, even thousands of products brought to us by professional marketers and we are the targets of countless marketing communications campaigns. This programme will introduce you to the techniques and the concepts that practising marketers use to develop these products and these campaigns. The marketers are working to bring about exchanges that will simultaneously satisfy our needs and the needs of their organisations.

We will examine the evolution of marketing thought and the environment in which it operates. We will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. We introduce you to the ways in which marketers develop the elements of the Marketing Mix:

- the actual product that will most exactly meet customers' needs,
- the price to charge for the product offering,
- the distribution strategy to get the product to the consumer, and
- the communications strategy to inform customers about the product.

Marketers have a serious responsibility towards the communities in which they operate. Marketing activities can be very intrusive and they have the potential to be manipulative and exploitative. We will therefore, focus attention on more than just the marketing techniques themselves but also on the ethical issues that arise in connection with their use.

For those students embarking on a study of marketing in greater depth, this unit provides the essential foundation for further studies

TEACHING STAFF

Convenor - Julian de Meyrick julian.demeyrick@mq.edu.au or via the unit homepage
Room C5C-332 Ph. 9850 8463
Consultation: to be discussed in lectures

Con Korkofingas con.korkofingas@mq.edu.au
Consultation arrangements will be advised in lectures.

CLASSES

Lectures: Wednesdays 3-6pm, Mason Theatre
Thursdays 6-9pm, C5C T1
Fridays 3-6pm, Macquarie Theatre

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Unit Materials

The lecture notes for this unit will be available via the iLecture link on the unit homepage prior to each lecture.

Recommended Reading

Additional Text

The marketing textbook that most closely corresponds with this unit is **Kotler, Adam, Brown & Armstrong; Principles of Marketing, Prentice Hall, 2e.**

UNIT WEB PAGE

The unit home page can be located via <http://online.mq.edu.au> and is available to all students enrolled in the unit

LEARNING OUTCOMES

At the end of this course, you will be able to recognise the application of marketing principles in the phenomena you see around you. You will be able to think analytically about these displays of marketing methods and to understand the processes and probable objectives of the manager who made the marketing decisions that are behind them.

It is our intention that you will have a greater understanding of the marketing processes that you will encounter every day in your role as a potential consumer and a member of several target markets.

TEACHING AND LEARNING STRATEGY

This unit is taught using lectures and Applications Lectures. Students are expected to read in advance of lectures, and participate in applications lectures. Tutorials have been replaced with Applications Lectures. Applications lectures are a series of Australian case studies, developed to illustrate and reinforce selected concepts explained in the lectures. The schedule of Applications Lectures is included in the Lecture Schedule attached to this Outline. You are required to attend the Applications Lecture at the time in which you are enrolled.

In-semester tests will be held during the time allocated for the Applications Lectures. The onus is on you to ensure that you attend the correct session.

LECTURE PROGRAM

The schedule of lectures is attached to this outline.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

In order to provide you with a report on your progress in this unit, there will be two in-semester tests during this course. Each test is worth 20% of your grade for the unit. The tests will be multiple-choice in format. Their dates and an indication of the material covered by each test are shown in the Lecture Schedule.

You will be required to complete a written, individual assignment during the course. This will provide you with a detailed opportunity to demonstrate your understanding of the marketing principles we have discussed and their application to real-world situations. It is worth 10% of your grade. Details of the assignment will be provided during lectures and on this unit home page.

The remaining 50% of your grade will be determined by your results in a three-hour examination at the end of this unit. The majority of the final examination is multiple-choice, with questions like those in the in-semester tests. There is also a short-answer section in the final examination which gives you the opportunity to demonstrate any additional learning that you might have acquired in addition to the material presented in lectures. You must complete this short-answer section, in addition to the rest of the examination, to be eligible for higher grades in this unit. You must pass this final examination, regardless of the marks you achieve in the in-semester tests, to pass this unit.

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. See <http://www.timetables.mq.edu.au> for details.

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 examinations will be scheduled after the conclusion of the official examination period. Please note that due to the extra preparation time students will have had and the opportunities they will have had to consult with students who sat the scheduled examination, the supplementary examination will be set to a higher standard and will be marked more critically than the scheduled examination.

Remember also, that if you sit for a supplementary examination, your grade will be determined by the supplementary examination, regardless of whether it is better or worse than your achievement in any scheduled examination you might have completed.

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, the is the final day of the official examination period.

The University examination period in First Half Year 2005 is from 15 June to 29 June.

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://www.timetables.mq.edu.au/exam>

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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.

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. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a 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.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or

<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

STUDENT SUPPORT SERVICES

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

Macquarie University
MKTG 101 Marketing Fundamentals
2005 Lecture Schedule

Week No. W/C	Topic	Textbook References and Applications Lectures
Week 1 28 February	An Introduction to Marketing <ul style="list-style-type: none"> • What is Marketing • Evolution of marketing philosophies • Marketing challenges 	Chapter 1
Week 2 7 March	The Marketing Environment <ul style="list-style-type: none"> • The macro- and micro-environments Market Research and Information <ul style="list-style-type: none"> • Marketing information systems 	Chapters 3 and 4 Applications Lecture: The Marketing Environment
Week 3 14 March	Strategic and Marketing Planning <ul style="list-style-type: none"> • Strategic planning • The marketing plan 	Chapter 2
Week 4 21 March	<ul style="list-style-type: none"> • Introduction to Accounting for Marketers Note: this lecture is optional for students studying accounting	Note: there will be no lecture on Good Friday
Week 5 28 March	Consumer and Organizational Buyer Behaviour <ul style="list-style-type: none"> • What is consumer behaviour 	Chapters 5 and 6 In-semester Test No. 1 will be held in the Applications Lecture sessions this week. You <u>must</u> attend the lecture

	<ul style="list-style-type: none"> • Factors influencing consumer behaviour • The buyer decision process • What is a business market • The business buying process 	session you are enrolled in. This test will include material covered in Weeks 1 - 3 only
Week 6 4 April	Market Segmentation, Targeting and Positioning <ul style="list-style-type: none"> • Market Segmentation • Market Targeting • Market Positioning 	Chapter 7 Applications Lecture: Target Marketing
Week 7 11 April	The Nature of Products and Services 1 <ul style="list-style-type: none"> • What is a product • Three levels of a product • Consumer and industrial products • Services • Services characteristics 	Chapter 8
	<p style="text-align: center;">Mid-semester Break 15 April – 2 May</p>	
Week 8 2 May	The Nature of Products and Services 2 <ul style="list-style-type: none"> • Individual product decisions • Product attributes • Branding • Packaging • Labelling • Product line decisions • Product mix decisions • New product development 	Chapters 8 and 9 Applications Lecture: Buying a Car

<p>Week 9</p> <p>9 May</p>	<p>Pricing</p> <ul style="list-style-type: none"> • Factors to consider when setting prices • General pricing approaches • New product pricing strategies • Product-mix and service-mix pricing strategies 	<p>Chapter 10</p> <p>Applications Lecture:</p> <p>Pricing Strategies</p>
<p>Week 10</p> <p>16 May</p>	<p>Placement</p> <ul style="list-style-type: none"> • Marketing logistics networks • The nature of marketing channels • Retailing • Wholesaling 	<p>Chapter 11</p> <p>In-semester Test No. 2 will be held in the Applications Lecture sessions this week. You <u>must</u> attend lecture session you are enrolled in. This test will cover material from weeks 5 - 9 inclusive.</p>
<p>Week 11</p> <p>23 May</p>	<p>Marketing Communications and Advertising</p> <ul style="list-style-type: none"> • Integrated marketing communications • Marketing communications decisions • Setting the budget • Advertising 	<p>Chapter 12</p> <p>Applications Lecture:</p> <p>Distribution Channels & Products and Services</p>
<p>Week 12</p> <p>30 May</p>	<p>Public Relations, Sales Promotion and Selling</p> <ul style="list-style-type: none"> • Public relations • Sales promotion • Personal selling 	<p>Chapters 12 and 13</p> <p>Applications Lecture:</p> <p>The Promotional Mix</p>
<p>Week 13</p> <p>6 June</p>	<p>Course review</p>	<p>Applications Lecture:</p> <p>Review</p>