



College of Commerce
Division of Economic and Financial Studies
Business Department

MKTG305: MARKETING SEMINAR

UNIT OUTLINE Semester 2, 2005

Lecture: Tuesday, 6-9pm, E6A 102

Unit Convenor: Julian de Meyrick

Prerequisites: ACCT200; BBA102; BBA203; BBA213,
MKTG303; any 100-level COMP or ISYS 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 is unclear, please consult the Unit Convenor.

MKTG305 Marketing Seminar

Second Semester, 2005

Course Objectives

Congratulations, you are now nearing the end of a wide-ranging study of various streams of learning that together, constitute the core elements of marketing knowledge. This unit is designed to bring these various streams together into a coherent overview of your marketing studies at Macquarie University. You will have the opportunity to reflect on the knowledge and the skills you have accumulated, then organize them and apply them 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, then 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. 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 will work in teams for the group presentation assessment. When determining the groups, aim for a balance in skills, rather than just enabling 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. The topics will be posted on the MKTG305 unit home page. At the time the topic is advised, you will be directed to some suggested preliminary reading material. This 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 using the insights you have gained throughout your marketing studies so far. 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 discuss this assignment in Week 1.

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. It must be lodged in the box in ERIC by the ERIC closing time (4.45pm) on Friday, 28 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, so pay particular attention to presentation guidelines.

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 used as a starting point for the presentation. Points will be awarded in proportion to the extent to which the team has identified the connection between the topic and the prerequisite units for MKTG305.
 - 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.

See the Grading Guidelines at the end of this Outline

Remember the audiences for each of the reports. They are busy people who are used to receiving clear, concise reports. Points will be awarded for clarity of expression of your recommendations, including your supporting evidence 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 unethical, 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
Room: C5C 332
Extn: (9850) 8463
Email: julian.demeyrick@mq.edu.au

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

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. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

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.

Examinations

The University examination period in Second Half Year 2005 is from 16 November to 2 December.

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>

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/APSCons.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.

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.

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>.