

**COVER SHEET: SHOULD INCLUDE UNIVERSITY LOGO,
MKTG 101 MARKETING FUNDAMENTALS**

**MACQUARIE UNIVERSITY
DIVISION OF ECONOMICS and FINANCIAL STUDIES
UNIT OUTLINE**

Unit: MKTG101 Marketing Fundamentals

Year and Semester: 2006, Semester 1

Unit convenor: Julian de Meyrick

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

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 the market's needs,
- the price to charge for it,
- the distribution strategy to get the product to the consumer, and
- the communications strategy to persuade customers to demand 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 not just on the marketing techniques themselves but also on the ethical issues that arise in connection with their use.

MKTG101 Marketing Fundamentals is a 3 credit point unit.

TEACHING STAFF

Lecturer in Charge: Julian de Meyrick
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Other Staff: Lectures: Gillian Andrews
Applications Lectures: Lawrence Potter
Contact via Julian de Meyrick

LECTURES

Stream 1: Wednesday from 3 to 5 pm in E7B Mason Theatre, followed by an Application Lecture (Tutorial) or other activity from 5 to 6 pm, also in E7B Mason Theatre.

Stream 2: Friday from 3 to 5 pm in Macquarie Theatre, followed by an Application Lecture (Tutorial) or other activity from 5 to 6 pm, also in Macquarie Theatre.

Evening: Thursday from 6 to 8 pm in C5CT1, followed by an Application Lecture or other activity from 8 to 9 pm also in C5CT1.

Because of extreme pressure on lecture theatre space, it is essential that you attend the session in which you enrolled.

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

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

The textbook to accompany this unit is: Pride, Elliott, Rundle-Thiele, Waller, Paladino and Ferrell, *Marketing: core concepts and applications*, Wiley

UNIT WEB PAGE

The web page for this unit can be found via the Macquarie University Online page

LEARNING OUTCOMES

At the end of this course, you will be able to recognise the application of marketing principles in 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

As you can see from the Lectures section above, this unit employs a combination of lectures and other activities. You are expected to attend all lectures and to contribute to the discussions that are encouraged in the lecture theatre and on the unit homepage. To make the best contribution and to receive the greatest benefit from this unit, you are expected to be alert outside lectures for every-day applications of the marketing principles discussed in 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 accompanying this Outline. You are required to attend the Applications Lecture at the time in which you are enrolled.

The schedule of topics, Applications Lectures and other important dates accompanies this outline.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

To provide a report on your progress through this unit, there will be two in-semester tests. Each test is worth 20% of your grade for the unit. Because of the large number of students involved and the need to get meaningful reports to you as quickly as possible, 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. These tests also provide practice for the final examination.

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

The remaining 50% of your overall grade will be determined by your results in a three-hour final examination. The majority of the final examination involves multiple-choice 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 lecture material. 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 the final examination, regardless of the marks you achieve in the in-semester tests, to pass this unit.

You are expected to sit the final examination at the scheduled time. In exceptional circumstances, a student may be offered the opportunity to sit a supplementary examination. Please note that due to the extra preparation time such 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 will have your grade determined by the supplementary examination, regardless of whether it is better or worse than your achievement in the scheduled examination you might have completed.

The University Examination period in First Half Year 2006 is from 14 to 30 May.

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 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. Please note, it is the result of the Supplementary Examination that will determine your overall grade, regardless of the result of a scheduled examination.

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.

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

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2006 Lecture Schedule

Week No. W/C	Topic	Textbook References and Applications Lectures
Week 1 27 February	An Introduction to Marketing <ul style="list-style-type: none"> • What is Marketing • Evolution of marketing philosophies • Marketing challenges 	Chapter 1
Week 2 6 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 13 March	Consumer and Organizational Buyer Behaviour <ul style="list-style-type: none"> • What is consumer behaviour • Factors influencing consumer behaviour • The buyer decision process • What is a business market • The business buying process 	Chapter 6 & 7 Applications Lecture: Buyer Behaviour

<p>Week 4 20 March</p>	<p>Market Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> • Market Segmentation • Market Targeting • Market Positioning 	<p>Chapters 5</p> <p>In-semester Test No. 1 will be held in the Applications Lecture sessions this week. You <u>must</u> attend the lecture session you are enrolled in. This test will include material covered in Weeks 1 - 4 only</p>
<p>Week 5 27 March</p>	<p>The Nature of Products and Services 1</p> <ul style="list-style-type: none"> • What is a product • Three levels of a product • Consumer and industrial products • Services • Individual product decisions • Product attributes • Branding • Packaging • Labelling • Product line decisions • Product mix decisions • New product development 	<p>Chapter 8 & 9</p> <p>Applications Lecture: Target Marketing</p>
<p>Week 6 3 April</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 & 11</p> <p>Applications Lecture: Pricing Strategies</p>

Week 7 10 April	Introduction to Accounting for Marketers Note: this lecture is optional for students studying accounting	Note: there will be no lecture on Good Friday
	Mid-semester Break 17 - 30 April	
Week 8 1 May	Placement <ul style="list-style-type: none"> • Marketing logistics networks • The nature of marketing channels • Retailing • Wholesaling 	Chapter 12 - 13 Applications Lecture: Distribution Channels & Services
Week 9 8 May	Marketing Communications and Advertising <ul style="list-style-type: none"> • Integrated marketing communications • Marketing communications decisions • Setting the budget • Advertising 	Chapter 14 - 15 Applications Lecture: The Promotional Mix
Week 10 15 May	Public Relations, Sales Promotion and Selling <ul style="list-style-type: none"> • Public relations • Sales promotion • Personal selling 	Chapters 14 & 15 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 - 10 inclusive.

Week 11 22 May	New Marketing Trends Current topics in Marketing Managements	No Readings
Week 12 29 May	Strategic and Marketing Planning 1) <ul style="list-style-type: none"> • Strategic planning • The marketing plan 	Chapter 2
Week 13 5 June	Strategic and Marketing Planning 2) Course review	Applications Lecture: Review