



**COLLEGE OF COMMERCE
DIVISION OF ECONOMIC AND FINANCIAL STUDIES
DEPARTMENT OF BUSINESS**

MKTG 305 MARKETING SEMINAR

UNIT OUTLINE SEMESTER 2, 2006

Lecture: Tuesday, 6.00 to 9.00 pm, E6A 102

Unit Convenor: Julian de Meyrick

**Prerequisites: ACCG200; 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 in it is unclear, please consult the Unit Convenor.



MKTG305 Marketing Seminar

Second Semester, 2006

Course Objectives

Congratulations, you are now nearing the end of your undergraduate marketing studies. This is the point at which you will bring together the various streams of learning that 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

The underlying principle that informs this unit is as follows: A marketer's sole objective is to influence peoples' behaviour. The only tools available to the marketer to influence that behaviour are the elements of the marketing mix and an understanding of the marketing process. The marketer's role is to optimize the elements of the mix in a carefully integrated, comprehensive marketing plan.

There are no conventional lectures in this unit. Each topic is introduced and the key issues identified in group presentations. Then the topic is fully explored by way of discussion and debate among the whole group, so that we all take out of the discussion a better understanding of the topic and some guidelines on how to apply this understanding in a marketing role. 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.

You will also demonstrate your understanding of a marketing plan by developing comprehensive plans for two important, real world marketers.

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 may 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 are the key marketing issues here and how do they impact on marketing strategy?
- What are the key information needs I will have to meet in order to make a sound decision in this situation? How will I gather this information?
- What theory will help? For example, which aspects of our understanding of consumer behaviour are important here? What model of consumer behaviour will we apply? Why?
- What are the implications of decisions in relation to this topic for each of the elements of the marketing mix?
- How will I monitor and evaluate the impact of decisions in relation to this topic?
- What impact do decisions in relation to this topic 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. Each assignment will be separately briefed to you but general guidelines are as follows:

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 that operates 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, 27 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 presentations also refer to the assignments.

The best plans in each assignment will be presented to senior management in the sponsoring organisations. The executives are busy people and these plans are important to them, 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 team has developed a clear over-view of the topic, identifying the key issues that are important for the marketer. 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:** Each assignment counts for 30% of your overall grade. See the brief for each assignment for more details 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. The dot points referring to coverage, analysis and presentation of the presentations also apply to the assignments. 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:

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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

Plagiarism, Special Consideration, Grading and Supplementary Examinations

By now, you will be familiar with the University's and the Department's policies on plagiarism and cheating but I recommend that you reread these policies 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.

Remember too, that the University and the Division have systems and people in place to help you should anything catastrophic happen to you during this course.

**MKTG 305 MARKETING SEMINAR
KEY DATES
2006**

Date	Description	Assignments
Week 1 1 August	Introduction Group formation	First assignment brief
Week 2 8 August		
Week 3 15 August		
Week 4 22 August	Seminar 1	
Week 5 29 August	Seminar 2	
Week 6 5 September	Seminar 3	First assignment due
Week 7 12 September	Seminar 4	Second assignment brief
	Break	
Week 8 3 October	Special interest seminar	
Week 9 10 October		
Week 10 17 October	VC Presentation	
Week 11 24 October	Seminar 5	Second assignment due
Week 12 31 October	Seminar 6	
Week 13 7 November	Course review	

