



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

MKTG 101

MARKETING FUNDAMENTALS

UNIT OUTLINE

Semester 1, 2007

Lectures: Wednesdays, 3:00pm - 5:00 pm, E7B Mason Theatre
Thursdays, 6:00pm - 8:00pm, C5C T1
Fridays, 3:00pm - 5:00 pm, W5B Macquarie Theatre

Unit Convenor: Leanne Carter
Lecturer: Gillian Andrews

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.

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

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|------------------------|---|
| Unit Convenor: | Leanne Carter Room: E4A 631 Phone: 9850 6467 Email: leanne.carter@efs.mq.edu.au |
| Lecturer in Charge: | Gillian Andrews |
| Applications Lectures: | Lawrence Potter |

LECTURES

Stream 1: Wednesday from 3.00 pm to 5.00 pm in E7B Mason Theatre, followed by an Application Lecture (Tutorial) or other activity from 5.00 pm to 6.00 pm also in E7B Mason Theatre.

Stream 2: Friday from 3.00 pm to 5.00 pm in Macquarie Theatre, followed by an Application Lecture (Tutorial) or other activity from 5.00 pm to 6.00 pm also in Macquarie Theatre.

Evening: Thursday from 6 pm to 8 pm in C5CT1, followed by an Application Lecture or other activity from 8 pm 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 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 attached to 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 is attached to 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 10% 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 assignment during the course. This is a group assignment and you will need to form groups of five (5) students by Week 3. This will provide you with an opportunity to observe and discuss key topics, and demonstrate your progress in understanding marketing principles. As a team you will apply these principles to explain and understand real world situations. It is worth 20% of your grade. This will also give you practical experience in project management – an essential management and marketing skill. Details of the assignment will be provided during lectures and on the unit homepage.

The remaining 60% 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. 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 test and assignment, 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 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 2007 is from 13th to 29th 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>

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

MKTG 101 Marketing Fundamentals

2007 Lecture Schedule (revised 5th March, 2007).

| Week | Week Commencing | Lecture Topic | Application Lecture Topic | Readings |
|-------------|------------------------|---|---|------------------|
| 1 | 26 February | Introduction | | Ch 1 |
| 2 | 5 March | The Marketing Environment | The Marketing Environment | Ch 3 |
| 3 | 12 March | Targeting, Segmentation and Positioning | Target Marketing | Ch 5 |
| 4 | 19 March | Buyer Behaviour | Buyer Behaviour | Ch 6 & 7 |
| 5 | 26 March | The Nature of Products and Services - 1 | Test 1 In-class test will cover Wk 1 - 4 | Ch 8 & 9 |
| 6 | 2 April | The Nature of Products and Services - 2 | No lecture 6 th April – Good Friday | Ch 8 & 9 |
| | Mid Semester Break | | | |
| 6 | 23 April | The Nature of Products and Services - 2 | No lecture 25 th and 26 th April - Anzac Day | Ch 8 & 9 |
| 7 | 30 April | Marketing Communications | Products and Services | Ch 14 & 15 |
| 8 | 7 May | Marketing Communications | Communications Mix | Ch 14 & 15 |
| 9 | 14 May | Price | Pricing Strategies | Ch 10 & 11 |
| | 18 May 4pm | | | Assignment due |
| 10 | 21 May | Placement | Test 2 – In-class test based on wks 5 - 9 | Ch 12 & 13 |
| 11 | 28 May | Market Research and Information Systems Strategic Planning | | Ch 4 Ch 2 |
| 12 | 5 th June | Course Review & Review of Tests | Application Lectures Review | |