



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

MKTG 101

MARKETING FUNDAMENTALS

UNIT OUTLINE

SEMESTER 2, 2008

Lectures: Monday, 5:00-7:00pm, E7B T4
Thursday, 3:00pm - 5:00pm, C5C T2

Unit Convenor: June Buchanan

Tutors: Riza Hidayat
Benny Lau
Daniela Maria Mandujano

Pre requisites: Nil

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

Unit Convenor: June Buchanan
Please contact via email
Email: june.buchanan@mq.edu.au to arrange consultation

Tutors:: Riza Hidayat
Benny Lau
Daniela Maria Mandujano

LECTURES

Monday from 5.00 pm to 7.00 pm in E7B T4

Thursday from 3.00 pm to 5.00 pm in C5C T2

TUTORIALS

1. Monday from 3.00 pm to 4.00 pm in C5A 226
2. Monday from 4.00 pm to 5.00 pm in C5A 226
3. Thursday from 1.00 pm to 2.00 pm in W5A 205
4. Thursday from 1.00 pm to 2.00 pm in W6B 315
5. Thursday from 2.00 pm to 3.00 pm in W5A 101
6. Thursday from 2.00 pm to 3.00 pm in C5A 310
7. Thursday from 12.00 pm to 1.00 pm in W6B 345
8. Thursday from 12.00 pm to 1.00 pm in E7B 264

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 (2007), *Marketing: core concepts and applications*, 2nd Asia-Pacific edition, John Wiley & Sons, Australia.

You may either buy the textbook (which comes with E-book access) from the Co-Op bookstore, or you may purchase just the E-book on-line at a lower price (33% discount). Students who like to practice m.c. questions, short essay questions and mini case study questions (with answers provided at the end of each section) are advised to also purchase the Study Guide. This is also available for purchase from the Co-Op Bookstore at a cheaper rate than if the three items were purchased separately.

The text with shrinkwrap of study guide is:

9780470818664 PRIDE MARKETING CORE CONCEPTS 2E + EBOOK + SG
\$119.95

UNIT WEB PAGE

Please note the unit's logon **Blackboard** address is <http://learn.mq.edu.au> To log on, you must first obtain a log on password from IT services or the library then click through to MKTG101. Please check this site each week for lecture slides (available for downloading and printing in b&w PDF). In addition, other notes will be posted on the site from time to time. It is incumbent upon each student to regularly check **Blackboard** (i.e. at least once a week).

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.

In addition, the tutorials are designed to not only help you understand the subject matter more fully, but to also prepare you for the final examination. Perhaps even more importantly, the skills you will learn in tutorials will prepare you for the rigorous standards expected of you as you move through your university studies. These skills will also be of substantial benefit to you in your future careers.

TEACHING AND LEARNING STRATEGY

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and tutorials and to contribute to the discussions that are encouraged in tutorials. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the marketing principles discussed in lectures and tutorials.

The schedule of Lectures, Tutorials 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 a number of assessments. Students will form into groups of approximately four (4) in the first week of tutorials (i.e. Week 2). Each group will be required to cover one case study during the semester. The due dates for the case studies (both written and the presentation components) are shown in the Tutorial Schedule. These case studies also provide practice for the final examination.

Case Study Write-Ups and Presentations

Write-Up (10%)

Student teams of 4 formed in Week 2 will be assigned a case study. The case study must be thoroughly analysed and all questions answered. All answers must be justified and backed up by extra research. The case study write-up **must not exceed 1,000 words**. Students will be penalised if they exceed the word limit. The word count must be clearly displayed on the front of each document, along with the group number, student names, SIDs, tutorial number, day and time, case study name and date. Each group must upload their written case study to the appropriate section of Turnitin (through Blackboard: <http://learn.mq.edu.au>) on the same day, but before tutorial commencement, of their case study presentation. Please ensure that you identify your correct tutorial number before submitting your case study. Failure to submit your case study **before** the commencement of class will result in forfeiture of marks (2 marks for each day it is late – n.b. any work handed in on the same day **after** your tutorial starts is counted as being one day late). It is incumbent upon each group member to ensure that absolutely no information is shared with any other student from another tutorial class, as it will be picked up by Turnitin and, at the very least, all students sharing a majority of information will receive a zero and in the worst case scenario, may be excluded from Macquarie University enrollment. You can see the marking criteria for your written case study in Appendix 2.

Students must also submit a Peer Evaluation form (Appendix 1) to their tutor on the day of their case study presentation. This should be done on an individual basis (i.e. each group member must hand a

Peer Evaluation Form to their tutor). These forms will be confidential and will be used by the tutor when allocating marks.

Presentation (5%)

All information must be clearly presented to the rest of the class on the assigned date. Students work together as a group on the case study presentation and should include a succinct overview of the case. As PP facilities will not be used, groups are expected to be creative when presenting the case study to the rest of the class. Role playing in its many forms is encouraged. Part of the group presentation mark will be based on the group’s ability to generate meaningful class discussion (see Appendix 3).

Students allocated to a particular case study will work with other group members to prepare a professional **quality presentation of 15 to 20 minutes** duration, including question and answer time. Each member must present, which means groups must be disciplined in terms of time management. In order to deliver a quality presentation with group members keeping within their time limit, it is essential that you rehearse several times before the day of your presentation.

Literature Review (25%)

You will also be required to complete an individual Literature Review during the course. You are expected you collect at least six academic articles relating to a topic which will be given to you in your tutorial class. Literature Reviews must not exceed **2,500** words. The marking guide is contained in Appendix 4. The Literature Review is worth 25% of your total assessment.

Attendance (5%)

You are expected to attend and participate in all of your tutorials throughout semester. This will facilitate your learning and better prepare you for the final exam and for your future academic studies. To this end, an attendance mark of 5 will be allocated. The following chart shows the allocation of marks:

12 Tutorials (i.e. full attendance)	5 marks
11 Tutorials	4.5 marks
There will be a loss of 1 mark for every tutorial missed after 1:	
2 missed Tutorials	3.5
3 missed tutorials	2.5 marks
4 missed tutorials	1.5 marks
5 or more missed tutorials	0 marks

Assessment

1. Final exam	55%	Examination period
2. Case Study - written	10%	Group
3. Case study – presentation	5%	Group
4. Literature Review	25%	Individual
5. Tutorial Attendance	<u>5%</u>	Individual
Total:	100%	

FINAL EXAMINATIONS

The remaining 55% of your overall grade will be determined by your results in a three-hour final examination. The final examination consists of three parts: (1) multiple-choice questions; (2) a short-answer section; and (3) a case study. **You must pass the final examination, regardless of the marks you achieve in the case study, attendance and Literature Review assignment, to pass this unit.**

The weighting of your final exam is as follows:

Case Study	40%
40 Multiple Choice Questions	40%
2 Short Answer Questions	20%
Worth 55% of your total assessment	100%

The exam will cover all topics covered during lectures/tutorials, including case studies, videos and material not mentioned in the official class notes. It is incumbent upon all students to read the relevant textbook chapters and attend all case study presentations as part of the overall course requirements.

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 after having sat for the original examination, you will have your grade determined by the supplementary examination, regardless of whether it is better or worse than your achievement in the scheduled examination.

The University Examination period in Second Half Year 2008 is from 19th November to 5th 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/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>.

CLASSROOM ETIQUETTE

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class (lecture or tutorial) ends. If a recurring problem makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes (lectures AND tutorials); not simply set to “silent”.

2008 Lecture Schedule

Week	Week Commencing	Lecture Topic	Readings
1	4 August	Introduction	Chapter 1
2	11 August	Planning Marketing Strategies	Chapter 2
3	18 August	The Marketing Environment and Market research	Chapters 3 & 4
4	25 August	Targeting, Segmentation and Positioning	Chapter 5
5	1 September	Buyer Behaviour	Chapters 6 & 7
6	8 September	The Nature of Products and Services – 1	Chapter 8
7	15 September	The Nature of Products and Services – 2	Chapter 9
20 September to 6 October Mid Semester Break			
8	7 October	Pricing Decisions	Chapter 10
9	13 October	Pricing Decisions	Chapter 11
10	20 October	Placement	Chapters 12 & 13
11	27 October	Marketing Communications	Chapter 14
12	3 November	Marketing Communications	Chapter 15
13	10 November	Course Review and Final Exam preparation	Unit and Lecturer Evaluations

2008 TUTORIALS

Week	Week Commencing	Lecture Topic	Tutorial Activities
1	4 August	Introduction	None
2	11 August	Planning Marketing Strategies	Form Groups <i>Allocate case study 1</i>
3	18 August	The Marketing Environment and Market research	<i>Allocate case study 2</i> Discussion questions
4	25 August	Targeting, Segmentation and Positioning	Case Study 1 due – written and presentation <i>Allocate case study 3</i>
5	1 September	Buyer Behaviour	Case Study 2 due <i>Allocate case study 4</i>
6	8 September	The Nature of Products and Services – 1	Case Study 3 due
7	15 September	The Nature of Products and Services – 2	Case Study 4 due
20 September to 6 October Mid Semester Break			
<u>Please note that the Case Study Allocations for Case Study 5 will be posted on Blackboard w/c 22 September and for Case Study 6 w/c 29 September</u>			
8	7 October	Pricing Decisions	Literature Review Consultations Case study 5 due <i>Allocate case study 7</i>
9	13 October	Pricing Decisions	Case study 6 due <i>Allocate case study 8</i>
10	20 October	Placement	Case study 7 due <i>Allocate case study 9</i>
11	27 October	Marketing Communications	Case study 8 due <i>Allocate case study 10</i>
12	3 November	Marketing Communications	Case study 9 due LITERATURE REVIEWS DUE
13	10 November	Course Review and Final Exam preparation	Case study 10 due Tutorial and Tutor Evaluations

APPENDIX 1

STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (for the written case study and presentation). This evaluation will indicate the percentage of contribution of group members to the group's over-all performance. An evaluation must accompany each case study. Use the following format:

Group: _____ Date: _____

Assessment: _____ Project Mark: _____

Student Name	% Participation	Signature

Each student should give each group member (including themselves) a mark out of 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe's individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the research and analysis of the case study). Conversely, DO NOT give any group member 100% unless that student fully participated and did just as much work as every other group member, with an acceptable standard.

In completing this form you should take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual's work

APPENDIX 2
MARKING GUIDE FOR WRITTEN CASE STUDY

Date: _____

Tutorial Number, Day and Time: _____

Case Study Name and No.: _____

Group Number: _____

Student Names and IDs: _____

Research: 1 2 3 4 5 6 7 8 9 10

Analysis: 1 2 3 4 5 6 7 8 9 10

Quality of Answers: 1 2 3 4 5 6 7 8 9 10

Overall Quality

(Referencing etc.): 1 2 3 4 5 6 7 8 9 10

APPENDIX 3
MARKING GUIDE FOR CASE STUDY PRESENTATIONS

Date: _____

Tutorial Number, Day and Time: _____

Case Study Name and No.: _____

Group Number: _____

Student Names and IDs: _____

Analysis: 1 2 3 4 5 6 7 8 9 10

Quality of Answers: 1 2 3 4 5 6 7 8 9 10

Logical Flow: 1 2 3 4 5 6 7 8 9 10

Class Discussion: 1 2 3 4 5 6 7 8 9 10

Overall Quality: 1 2 3 4 5 6 7 8 9 10

(based on clarity of speech, dress standard, group cohesion/synergy and how interesting/creative the content and delivery is)

NB: where there is obvious disparity within the group with things such as standard of dress, clarity of speech, lack of cohesion etc., then those members will be marked up or down accordingly. It is therefore in the best interest of groups to liaise and rehearse their presentations prior to the relevant date.

Please ensure that each group member is clearly identified during the presentation. Failure to do this will result in the loss of marks.

APPENDIX 4
LITERATURE REVIEW MARKING GUIDE

Quality of research/Academic Articles

1 2 3 4 5 6 7 8 9 10

Recency of Academic Articles

1 2 3 4 5 6 7 8 9 10

Analysis of Journal Articles

2 4 6 8 10 12 14 16 18 20 22 24 26 28 30

Making a Stand

1 2 3 4 5 6 7 8 9 10

Using Journal Articles to Support Your Stand/Argument

2 4 6 8 10 12 14 16 18 20 22 24 26 28 30

Referencing

2 4 6 8 10 12 14 16 18 20

Spelling/Grammar and General Presentation/Professionalism of Literature Review

1 2 3 4 5 6 7 8 9 10