

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**MKTG305**  
**Marketing Seminar**

**Semester 2, 2010**

*Department of Business*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT OUTLINE**

<b>Year and Semester:</b>	<b>2010, Semester 2</b>
<b>Unit convenor:</b>	<b>Dr Chris Baumann</b>
<b>Prerequisites / Corequisites:</b>	<b>MKTG101</b>
<b>Credit points:</b>	<b>3</b>

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**

- The Marketing Seminar is designed for students undertaking a specialised programme in marketing. The aim of the unit is to introduce students to more “cutting edge” and specialised topics in marketing. Some of the topics deal, in greater depth, with concepts learnt in previous marketing units while other topics may have not been previously covered. All topics will include a focus on applications of theory. Through analysis of these topics, students should enhance their understanding of marketing theory and concepts already learnt, obtain new knowledge and be able to apply this knowledge to issues involved in effective real world marketing.
- The unit will run as a collection of seminars facilitated by the lecturer. Seminars will not be lectures by staff but will involve student presentations (in groups) on preselected topics. The seminars may also involve discussions and other student activities. Tutorials will be used for further in-depth discussion of relevant marketing topics. Students will be expected to read, before class, relevant literature for the topics and participate in the seminars.

**TEACHING STAFF**

<b>Lecturer</b>	<b>Dr Chris Baumann</b>	<ul style="list-style-type: none"><li>▪ Email: <a href="mailto:chris.baumann@mq.edu.au">chris.baumann@mq.edu.au</a></li><li>▪ Room: E4A 634</li><li>▪ Consultation times: Thursdays 2.45pm to 4.45pm. Other times strictly by appointment only please</li></ul>
<b>Tutor</b>	<b>Maynel Haddad</b>	<ul style="list-style-type: none"><li>▪ Email: <a href="mailto:maynel.haddad@mq.edu.au">maynel.haddad@mq.edu.au</a></li><li>▪ This is your first point of contact</li></ul>

## CONSULTATION TIMES

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on Blackboard and are available next to the phones).

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## CLASSES

- There is a maximum of 4 hours face-to-face teaching per week consisting of 1 x 2 hour lecture and 1 x 2 hour tutorial (to be attended every second week only)
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Changing tutorials classes is NOT permitted.
- It is an assessment requirement of this unit that students attend classes. Attendance will be taken during lectures and tutorials. 80% attendance is required to pass this course.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- **There is no textbook for this unit.**
- But students need Baumann, C. and Valentine, T. (2010), *Marketing In Focus: The Global Financial Crisis*, Pearson Education Australia, for their individual paper (the library has several copies, or it can be bought from the book store).
- Students are expected to read various articles related to each of the seminar topics.
- The required reading will typically be journal articles or other relevant material for the specific topic for that week. The topics are listed in the Seminar Schedule in this outline.

## UNIT WEB PAGE

- All announcements and resources will be available on the Blackboard web site. Please consult Blackboard regularly for messages and updates.
- The website can be accessed via the usual online login for students in the unit.

## LEARNING OUTCOMES

The learning outcomes of this unit are:

- 1 Understand 'hot' topics in marketing
- 2 Investigate specific marketing issues in great depth and breath
- 3 Conduct thorough market and marketing research
- 4 Investigate the marketing literature in great detail
- 5 Being able to critically assess and compare marketing research
- 6 Assess marketing theory, empirical studies and 'facts and figures'

## GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

- 1 Discipline Specific Knowledge and Skills\*
- 2 Critical, Analytical and Integrative Thinking
- 3 Problem Solving and Research Capability
- 4 Effective Communication
- 5 Capable of Professional and Personal Judgement and Initiative
- 6 Commitment to Continuous Learning

## TEACHING AND LEARNING STRATEGY

Seminars will be conducted using student presentations, discussions, exercises and workshop activities. It is incumbent upon students to attend all seminars and participate in discussion after the presenting group, as examination questions from class discussions will be included in the final exam. Please note that individual students will be assessed on the quality of their contribution to class discussions each week.

### Lecture and tutorial outline

Week	Date	Lecture	Tutorial
1	02.08.	Introduction Form Groups Nominate seminar weeks	No tutorial
2	09.08.	Discussion of Marketing Paper 'How to critique'	Class based critique of a research paper provided by

			lecturer
3	16.08.	Seminar 1 – Customer Loyalty	Team Seminar presentation on an assigned topic
4	23.08.	Seminar 2 – Marketing and the experience economy	Team Seminar presentation on an assigned topic 'Marketing in focus' assignment due
5	30.08.	Seminar 3 – Understanding Global Markets	Team Seminar presentation on an assigned topic
6	06.09.	Seminar 4 - Marketing Research and its contribution to effective marketing	Team Seminar presentation on an assigned topic
7	13.09.	Seminar 5 - Understanding Luxury Brands	Team Seminar presentation on an assigned topic
	20.09. 27.09.	Recess	
8	04.10.	Seminar 6 – Understanding Generic Brands	Team Seminar presentation on an assigned topic
9	11.10.	Seminar 7 – Market Research in specific service industries	Team Seminar presentation on an assigned topic
10	18.10.	Seminar 8 - The Role of Branding in Australian Tertiary Education	Team Seminar presentation on an assigned topic
11	25.10.	Seminar 9 – Marketing in emerging markets	Team Seminar presentation on an assigned topic
12	01.11.	<b>Special Seminar:</b> Hone your Job Seeking Skills with a session on Resume Writing and Interview Skills, including guest speakers from the marketing industry	TBA
13	08.11.	Review	No tutorial

## RESEARCH AND PRACTICE

- This unit uses research by Macquarie University researchers (e.g. Baumann et al.)
- This unit uses research from external sources
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

If participation is assessable a justification for this, in relation to the learning outcomes, must be provided. In addition the criteria for determining the grades for participation must be provided (eg, quality of participation; frequency of participation; specific class presentations etc). Participation grades cannot be determined solely on attendance.

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>	<b>Assessment Task 5</b>
Title/Name	Seminar presentation	Tutorial discussion	'Marketing in focus' paper	Final exam	Participation
Description	Student team prepares a seminar topic as assigned in week 1	Student team prepares a tutorial discussion as assigned in week 1	Individual written assignment (5 pages)	Closed book exam, 2 hours, 3 questions	Individual contribution throughout semester
Due date	As assigned	As assigned	Week 4	TBA	Continuous
% Weighting	30%	20%	10%	30%	10%
Grading method	Topic coverage Research component Presentation style Time management Discussion generated	Topic coverage Research component Presentation style Time management Discussion generated	Topic coverage Research component Presentation style	Essay type questions	Attendance at class Meaningful contributions during class time Punctuality Professional conduct and behaviour
Submission method	Presentation to be held Summary, slides and references as soft- and hard copy	Presentation to be held Summary, slides and references as soft- and hard copy	Paper to be submitted as soft- and hard copy	On campus exam	n/a

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>	<b>Assessment Task 5</b>
Feedback	Mark and comments	Mark and comments	Mark and comments	Mark	Mark
Estimated student workload (hours)	24	19	5	24	n/a
<b>Learning outcomes assessed</b>					
Understand 'hot' topics in marketing	X	X	X	X	
Investigate specific marketing issues in great depth and breadth	X	X	X		X
Conduct thorough market and marketing research	X	X	X		
Investigate the marketing literature in great detail	X	X	X	X	X
Being able to critically assess and compare marketing research	X	X	X	X	X
Assess marketing theory, empirical studies and 'facts and figures'	X	X	X	X	X
<b>Graduate capabilities assessed</b>					
Discipline Specific Knowledge and Skills	X	X	X	X	X
Critical, Analytical and Integrative Thinking	X	X	X	X	X
Problem Solving and Research Capability	X	X	X		
Effective Communication	X	X	X	X	X
Capable of Professional and Personal Judgement and Initiative	X	X	X	X	
Commitment to Continuous Learning	X	X	X		X

- No extensions will be granted
- No late submissions will be accepted

- Attendance for this unit is compulsory and will be evaluated (as part of the participation mark). 80% attendance is required to pass this course.
- It is a requirement to pass the *individual* components in order to pass the unit overall.
- Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 2 hour final examination for this unit will be held during the University Examination period.

The University Examination period will be posted on the university's web site.

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. The University's policy on special consideration process is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

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.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

## ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim



- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## 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.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

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.

## GRADES

Please refer to relevant Bachelor Degree rule in the Handbook of Undergraduate Studies.

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://senate.mq.edu.au/rules/Guidelines2003.doc>

<http://senate.mq.edu.au/rules/detailedguidelines.doc>

## **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals)

## **SPECIAL CONSIDERATION**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

## **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>.

## **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.