

MKTG813: Marketing Principles

Phillip Morgan

Semester 1,

Year 2010

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

Year and Semester: 2010, Semester 1

Unit convenor: Phillip Morgan

There are no Prerequisites / Co-requisites for this unit

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

Marketing is a discipline designed to help organisations serve the needs of their customers. It is partly an art and partly a science. The art of marketing emanates from one's experience as a customer, and as a practising market-orientated manager. The experience of individuals is extremely valuable, but it can sometimes be a disadvantage for many organisations. This is because it is unique to the individual and it is generally gained from a very limited range of situations. What is needed in dynamic markets is a common shared understanding of how consumers and competitors behave in a variety of situations, and a set of tools and techniques which allow us to monitor and respond to this behaviour. This is the science of marketing.

This course introduces students to the principles and practices of marketing in the contemporary environment. The objective is to develop an understanding and awareness of the importance of customers, and familiarity with some of marketing's tools and techniques. Throughout the course, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis of your recommendations. To gain an insight into the appropriate means of applying process based concepts and operational tools and techniques.

This course will enhance the generic skills (critical thinking, independent work, teamwork, writing skills, and problem-solving skills) that you have been developing from your studies at Macquarie University.

WORKLOAD

This is a single semester (half-year) 4-credit point unit. The number of credit points that a unit is worth is determined by the number of hours that a student is expected to spend each week attending lectures, reading and preparing assignments. For a single semester unit, students are expected to spend 4 hours per credit point each week on work related to the unit. Students are strongly advised to prepare their study timetable accordingly. Successful performance in the exam requires knowledge and understanding of the content of the lectures, assignments and set readings.

TEACHING STAFF

Phillip Morgan
phillip.morgan@grassrootsgroup.com.au

Consultation by appointment only.

CLASSES

There are 13 weekly classes, 3 hours face-to-face teaching per week consisting of a 2 hour lecture and 1 hour workshop. Classes are in room E5A118 on Tuesdays 2pm to 5pm. The Final Examination will be held in the last week (Week 13).

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

(NB **80% attendance** at classes is a prerequisite to passing the unit. Please contact the lecturer by e-mail if you are unable to attend classes on a particular day or session)

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

TEXTBOOK

Available at the University Co-op Bookshop. You will need to purchase or have access to the text throughout the semester:

"Kotler, P., Brown, L., Burton, S., Deans, K., Armstrong, G., (2010), "Marketing 8e", Pearson's Education Australia. ISBN 9781442511248"

SUPPLEMENTARY READING LIST:

There are a number of marketing monographs, journals and magazines. The small sample below are simply a guide to some authors and texts. It is your responsibility to further your knowledge and pursue areas of interest by browsing the library.

Aaker, D. A., & Mills, M. K. (2005), *Strategic Market Management* – Pacific Rim Edition, John Wiley, Australia

Blois, Keith Ed. (2000), *The Oxford Textbook of Marketing*. Oxford, Oxford University Press

Czinkota, M. & Kotabe, M. (2001), *Marketing Management* 2nd Edition, South-Western, Australia.

Dann S., & Dann S. (2007), *Competitive Marketing Strategy*, Pearson's Education, Australia

Ferrell, O.C. and Hartline, M.D. (2005), *Marketing Strategy*, 2nd edn, Thomson South-Western Australia.

Hooley, G., Piercy F.P., Nicoulaud, B. (2008), *Marketing Strategy and Competitive Positioning* 4th edition, Pearsons Education, England

Keller, K. L. (2003), *Strategic Brand Management*. New Jersey: Prentice Hall.

Jain, S.C. (2004), *Marketing Planning & Strategy*, 6th Edition, Ohio: South-Western Publishing Co

Peter, J.P. and Donnelly, J.H. (2006), *A Preface to Marketing Management*, 10th edn, McGraw Hill Irwin, Boston.

Porter, M. (1980), *Competitive Strategy*, New York: The Free Press

ADDITIONAL LEARNING MATERIALS:

Additional information related to this subject can be found in the following business periodicals. Most of these publications are available from the library in either hard copy or on databases. Other articles may be obtained from other University libraries such as University of New South Wales and University of Technology, Sydney (UTS).

Business Review Weekly

European Journal of Marketing

Harvard Business Review

Journal of Marketing

Long Range Planning

Marketing Magazine

The Financial Review (particularly Tuesday's paper)

The Sydney Morning Herald (particularly Thursday's paper)

The Australian

Proquest, ABI-Inform, Emerald AND Business Source Premier (see Library Databases)

UNIT WEB PAGE

The web page for this unit can be found at: <http://www.efs.mq.edu.au>

LEARNING OBJECTIVES AND OUTCOMES

On successful completion of this course, you will be able to:

- 1. Understand marketing's role in the organisation**
- 2. Examine and apply a strategic approach to marketing issues and decisions**
- 3. Apply marketing theories to analyse and solve marketing problems**

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

*Critical analysis skills (to evaluate, synthesise, and judge); and
Problem-solving skills (to apply and adapt knowledge to the real world).*

TEACHING AND LEARNING STRATEGY

There are 39 hours of formal class time in this course, consisting of:

- Lecture Topics and Discussion
- Weekly Workshops using an online web discussion page
- Individual and Group based Assessments

Students are required to prepare for and attend classes; participate in the weekly web discussions; participate in class discussions; complete the assignments; and complete a final examination.

Participation is an important contribution to the success of the classroom experience. It is expected that students will have completed at least the basic reading on each topic and have given some thought to the exercises associated with the textbook and the online web discussion for particular sessions.

(**NB** 80% attendance at classes is a prerequisite to passing the unit. Please contact the lecturer by e-mail if you are unable to attend classes on a particular day or session.)

COURSE SCHEDULE

Week No.	Date	Topic	Textbook References and Due Dates for Assignments
1	23 rd February	Marketing: Creating Value & Customer Retention	Chapters 1 & 2
2	2 nd March	The Global Environment <i>(1st Weekly Web Discussion Question up)</i>	Chapter 5 <i>Assignment 1 Case Studies to be advised</i>
3	9 th March	Strategic Marketing and Marketing Planning <i>(Group Formation)</i>	Chapters 3 & 4
4	16 th March	Information Management & Marketing Research	Chapters 6
5	23 rd March	Consumer and Business-to-Business Buyer Behaviour	Chapters 7 & 8
6	30 th March	Market Segmentation, Targeting & Positioning	Chapter 9 <i>Assignment 1 Individual Case Study DUE</i>
<i>Mid Semester Break</i>			
7	20 th April	The Extended Marketing Mix: The Nature of Products & Product Strategy	Chapters 10 & 11
8	27 th April	The Extended Marketing Mix: Pricing	Chapter 12
9	4 th May	The Extended Marketing Mix: Distribution	Chapter 13 & 14
10	11 th May	International Marketing	Chapters 18
11	18 th May	The Extended Marketing Mix: Marketing Communications 1	Chapters 15, 16, & 17 <i>Assignment 2 Group Marketing Report DUE</i>
12	25 th May	The Extended Marketing Mix: Marketing Communications 2 (Guest Lecturer)	Chapters 15, 16, & 17
13	1 st June	<i>Final Exam</i>	

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

UNIT ASSESSMENT

The assessment system has been designed to help students learn and apply the concepts introduced during the unit. The purpose is to assess:

- the extent to which you understand the concepts, ideas and theories introduced;
- your ability to apply these concepts to your own experience;
- your ability to develop and support an argument and
- your ability to present information and ideas before an audience, and to be able to support the arguments presented.

Assessment comprises three elements:

Assessment Item	Weighting (%)	Due Date
Case Study Paper (Individual)	20%	March 30 th , 2010
Major Marketing Report (Group) ***	30%	May 18 th , 2010
Involvement in Weekly Web Discussion	10%	Weekly
Final Exam (Individual)	40%	June 1st, 2010
TOTAL	100%	

*** *moderated by peer assessment*

Note: Non-attempt of any assessment component will result in a mark of 0. All components must be attempted in order to meet the requirements of the unit. Students need to achieve a total of 50% to pass the unit and a pass in the final examination (exclusive to all other marks) to pass the unit

How assessments relate to learning outcomes:

Assessment Item	Related Learning Outcomes
Case Study Paper (Individual)	<ol style="list-style-type: none"> 1. Understand marketing's role in the organisation 2. Examine and apply a strategic approach to marketing issues and decisions 3. Apply marketing theories to analyse and solve marketing problems
Major Marketing Report (Group) ***	<ol style="list-style-type: none"> 1. Examine and apply a strategic approach to marketing issues and decisions 2. Apply marketing theories to analyse and solve marketing problems
Weekly Web Discussion	<ol style="list-style-type: none"> 1. Understand marketing's role in the organisation 2. Examine and apply a strategic approach to marketing issues and decisions 3. Apply marketing theories to analyse and solve marketing problems
Final Exam (Individual)	<ol style="list-style-type: none"> 1. Understand marketing's role in the organisation 2. Examine and apply a strategic approach to marketing issues and decisions 3. Apply marketing theories to analyse and solve marketing problems

ASSESSMENT DETAILS

<u>Assessment 1:</u>	Case Study Paper (Individual)
<u>Due:</u>	Tuesday 30th March, 2010
<u>Weighting:</u>	20%

In Week 2, students will be given a list of Case Studies from the prescribed text. One of these case studies must be chosen by each student and an individual analysis must be completed resulting in a 1500 word written report, which is to be submitted in the class on Tuesday, 30th March 2010. The case should be summarised and key points highlighted before addressing the issues in the case study. Further research may be conducted on the web to update the case, OR you may just use the information in the case.

- In 200 – 250 words summarize the facts of the case relevant to the questions asked.
- Using marketing theories, conduct an applied analysis of the situation/s in the case.
- Answer the questions outlined by the instructor on Bbd for each case.
- Make managerial recommendations where appropriate justifying with marketing theories and concepts.

The Case Study assignment is designed to facilitate students' understanding and application of key concepts and theory concerning various aspects of marketing decision making.

Criteria for Assessment of Case Study Assignment

Criterion	Weighting
Key relevant facts of the case outlined and summarized	10
Applied analysis of situation using marketing concepts and theories	40
All aspects of questions addressed	15
Recommendations outlined & justified	25
Quality of expression and presentation; appropriate referencing	10
Total	100

<u>Assessment 2:</u>	Major Marketing Report (Group)
<u>Due:</u>	Tuesday 18th May, 2010
<u>Weighting:</u>	30% (All group work is peer moderated)
<u>Word Limit:</u>	3000 words +/- 10%

You will be formed into groups in Week 3. As a Group, you are required to conduct a Situation Analysis for a company with which you are familiar. The company you work for is a suitable choice (although it does not have to be named if you would prefer). You may perform the analysis and evaluation at either the corporate, division or product level, whichever is the most relevant to you personally. Be warned however, that the higher the level of analysis (ie. corporate level), the more complex and difficult the task. The Situation Analysis should conclude with a SWOT

The focus is NOT on access to information and description of strategy and operations, but rather on CRITICAL EVALUATION of available information about strategy and operations, using marketing theories and concepts to guide analysis. It is entirely legitimate to make assumptions where access to information is limited, provided these are stated.

Please note that the executive summary, introduction and current market situation should not exceed more than 1500 words. The emphasis of this assignment and the bulk of the marks are given for the analytical component of this assignment (see rubric).

Criteria for Assessment

Criterion	Weighting
Executive Summary; Table of Contents	
Contains a concise but comprehensive executive summary and table of contents	5
Introduction	
Introduction sets the scene for the report (background and context) and signals the course that the report will take	5
Current Market Situation (situation analysis)	
Analysis of the Current Marketing Situation (segments; industry & customers; marketing mix used; competitors; suppliers; macro environment etc)	25
Critical Evaluation	
Critical Evaluation of Market Situation (using supporting theories)	30
Growth Opportunities	
Growth Opportunities are Identified & Justified	10
SWOT analysis summarising the above analysis WITH A CONCLUSION	

Provides a SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats) and includes a CONCLUSION that lead to your recommendations	10
Recommendations	
Recommendations Substantiated	10
Presentation	
Overall Presentation, Written expression, Referencing	5
Total	100

Note that it is your responsibility to keep a copy of each assessment task that is submitted

Assessment 3: Weekly Web Discussion
Due: Weekly (final mark given out on 1st June
Weighting: 10%

From Week 2, a question on the topic from that week will be placed on the webpage for this subject. Students are expected to view this question during the week between lectures and make a brief comment or discuss comments mad by other students in the class. Each week in the first half hour of the class that question will then be further discussed in class.

Table 3. Criteria for Assessment of Weekly Web Discussion

Criterion	Weighting
Integration and Application of Marketing Concepts	40
Evidence of Preparation and Ability to Discuss/Debate the Issues and What Others in the Group have said.	30
Consistent Contribution to the Group Discussion	20
Quality of expression and presentation; appropriate referencing	10
Total	100

Assessment 4: Final Examination
Time Limit: 2 Hours + 10 minutes reading time
Date: In last lecture – June 1st (Week 13)
Weighting: 50%

A 2 hour closed book final examination for this unit will be held during the University Examination period. It will a closed book examination, and will be in the form of multiple choice and short essay questions and focused on the concepts presented in the text, assignments and the lectures. More information will be provided in lectures.

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. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

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.

GENERAL INFORMATION ON ASSIGNMENTS

All assignments are to be typed in a 12-point font, double-spaced with 2.0 cm margins on one side of page only.

Assignments must be submitted using the cover sheets that are in Appendix 1 & 2 of this outline. Make sure that your name and SID are clearly legible without opening the report. **Please put your name and SID on each page of the assignment in case the cover sheet is misplaced.**

Staple your assignment in the top left-hand corner. **Please do not put the report in a binder or individual pages in separate plastic holders** - they are difficult to mark and put comments on if submitted this way and you may not get the binder or plastic sleeve back.

Late assignments will not be accepted. It is important to get your assignments submitted in on time so that they can be marked and processed to ensure your final result in the unit is ready on time.

Feedback on your assignments are provided two weeks from the submission date. The feedback will comment about your submission relative to the corresponding assignment's Assessment Criteria (outlined previously).

Students should note that those who ask for their assignments to be remarked may obtain a mark that is lower than the original mark. A re-mark will be conducted independently and the independent marker may award a lower mark. If you ask for a remark, the new mark is the one that will be used - even if it is lower than the original mark. Requests of a reconsideration of a grade must be made in writing and signed.

All students must keep a copy of their assignment in case the submitted copy is mislaid.

All assignments must be referenced using the Harvard (author, date) method. Failure to follow this method will result in marks being deducted. Using footnotes or endnotes will also incur a loss of marks.

Remember the essays must be your own work. Plagiarism, Cheating or Collusion of any sort is a serious offence and will be penalised.

WRITING YOUR ASSIGNMENTS

Remember, when writing an assignment, you need to do more than to "cut and paste" ideas taken from different sources, even if they are acknowledged. This information taken from other sources needs to be used as an illustration of a more general point you have made, or as an indication of substantiating evidence, or as a starting point from which you make further elaboration. Even definitions often require some contextualising or further statements on significant aspects.

You are the one who has to develop the thesis or argument of your assignment and who has to demonstrate you are thinking about the meaning of what you have been reading.

Good assignments will include:

- An introductory passage that engages with the question posed and which establishes the writer's argument or position, in other words, the introduction should be indicative of the argument and analysis that you will present;
- Evidence of well organised thoughts that systematically develop an argument;
- Evidence of an understanding of relevant concepts;
- Evidence of thought about the connection between the work being critiques and its relation to other sources that you have consulted;

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.

DETERMINATION OF OVERALL GRADE

The overall mark is a culmination of the three assessment tasks. Non-attempt of any assessment component will result in a mark of 0. All components must be attempted in order to meet the requirements of the unit. Students need to achieve a total of 50% to pass the unit and a pass in the final examination (exclusive to all other marks) to pass the unit.

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at <http://www.student.mq.edu.au>.

Appendix 1 Individual Case Study Cover Sheet

<p style="text-align: center;">Macquarie University</p> <p style="text-align: center;">Faculty of Business and Economics</p> <p style="text-align: center;">MKTG 813 Principles of Marketing</p> <p style="text-align: center;">Cover Sheet for Case Study Assignment</p>

Please note name, student number and email

Name:

Last: _____

First: _____

SID: _____

EMAIL: _____

No. of Words: _____

Declaration:

I hold a copy of this assignment that I can produce if the original is lost or damaged. I hereby certify that no part of this assignment or product has been copied from any other student's work or from any other source except where due acknowledgement is made in the assignment. No part of this assignment/product has been written/produced for me by any other person except where such collaboration has been authorised by the subject lecturer concerned.

Signature:.....

Date:.....

Note: A lecturer has the right not to mark this assignment if the above declaration has not been signed.

Appendix 2 Group Project Cover Sheet

<p>Macquarie University</p> <p>Faculty of Economics and Business</p> <p>MKTG 813 Principles of Marketing</p> <p>GROUP DETAILS FOR ASSIGNMENTS</p>

Please note name, student number and email for each group member.

Name: ID: EMAIL:	Name: ID: EMAIL:	Name: ID: EMAIL:
Name: ID: EMAIL:	Name: ID: EMAIL:	Name: ID: EMAIL:

Declaration:

I hold a copy of this assignment that I can produce if the original is lost or damaged. I hereby certify that no part of this assignment or product has been copied from any other students' work or from any other source except where due acknowledgement is made in the assignment. No part of this assignment/product has been written/produced for me by any other person except where such collaboration has been authorised by the subject lecturer concerned.

Signatures:

.....

.....

.....

Note: A lecturer has the right not to mark this assignment if the above declaration has not been signed by ALL group members.