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.

TEACHING STAFF

Phillip Morgan
phillip.morgan@grassrootsgroup.com.au
CONSULTATION TIMES

Consultation by appointment only.

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.

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

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 E5A 107 on Wednesdays 6pm to 9pm. The Final Examination will be held in the examination period (Week 14).

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:


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.


**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)

**TECHNOLOGY USED AND REQUIRED**

Use of computers for accessing the unit web page and word processing is expected.

**UNIT WEB PAGE**

- Course material is available on the learning management system (BlackBoard)
- The web page for this unit can be found at: [http://www.efs.mq.edu.au](http://www.efs.mq.edu.au)

**LEARNING OUTCOMES**

The learning outcomes of this unit are:
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
4 Evaluate the role of marketing research in decision making
5 Distinguish between consumer versus organisational buyer behaviour
6 Understand the challenges of marketing globally

**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 Critical, Analytical and Integrative Thinking
2 Problem Solving and Research Capability
3 Capable of Professional and Personal Judgement and Initiative

**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.)*
<table>
<thead>
<tr>
<th>Week No.</th>
<th>Date</th>
<th>Topic</th>
<th>Textbook References and Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4th August</td>
<td>Marketing: Creating Value &amp; Customer Retention (1st Weekly Web Discussion Question up)</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>11th August</td>
<td>The Global Environment</td>
<td>Chapter 5 Assignment 1 Case Studies to be advised</td>
</tr>
<tr>
<td>3</td>
<td>18th August</td>
<td>Strategic Marketing and Marketing Planning (Group Formation)</td>
<td>Chapters 3 &amp; 4</td>
</tr>
<tr>
<td>4</td>
<td>25th August</td>
<td>Information Management &amp; Marketing Research (Initial individual assessment of Weekly Web discussions)</td>
<td>Chapters 6</td>
</tr>
<tr>
<td>5</td>
<td>1st September</td>
<td>Consumer and Business-to-Business Buyer Behaviour</td>
<td>Chapters 7 &amp; 8</td>
</tr>
<tr>
<td>6</td>
<td>8th September</td>
<td>Market Segmentation, Targeting &amp; Positioning</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>7</td>
<td>15th September</td>
<td>The Extended Marketing Mix: The Nature of Products &amp; Product Strategy</td>
<td>Chapters 10 &amp; 11 Assignment 1 Individual Case Study DUE</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid Semester Break</strong></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>6th October</td>
<td>The Extended Marketing Mix: Product (continued)</td>
<td>Chapter 10 &amp; 11</td>
</tr>
<tr>
<td>9</td>
<td>13th October</td>
<td>The Extended Marketing Mix: Price</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>10</td>
<td>20th October</td>
<td>The Extended Marketing Mix: Distribution</td>
<td>Chapters 13 &amp; 14</td>
</tr>
<tr>
<td>11</td>
<td>27th October</td>
<td>The Extended Marketing Mix: Marketing Communications 1</td>
<td>Chapters 15, 16, &amp; 17</td>
</tr>
<tr>
<td>12</td>
<td>3rd November</td>
<td>The Extended Marketing Mix: Marketing Communications 2</td>
<td>Chapters 15, 16, &amp; 17 Assignment 2 Group Marketing Report DUE</td>
</tr>
<tr>
<td>13</td>
<td>10th November</td>
<td>International Marketing Second Assessment for Weekly Web Discussions</td>
<td>Chapter 18</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Final Exam</strong></td>
<td></td>
</tr>
</tbody>
</table>
### RESEARCH AND PRACTICE
This unit uses research from external sources (references)
- 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
*Note: Final Examination Assessment Task 4 - details are shown in Unit Assessment and Assessment Details sections below.*

<table>
<thead>
<tr>
<th>Assessment Task 1</th>
<th>Assessment Task 2</th>
<th>Assessment Task 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title/Name</strong></td>
<td>Individual Case Study</td>
<td>Group Major Marketing Report</td>
</tr>
<tr>
<td><strong>Description (including length or similar if applicable)</strong></td>
<td>See detailed description under Assessment Details below</td>
<td>See detailed description under Assessment Details below</td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>September 15th, 2010</td>
<td>November 3rd, 2010, Weekly</td>
</tr>
<tr>
<td><strong>% Weighting</strong></td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Grading method</strong></td>
<td>Criteria for Assessment: Key relevant facts of the case outlined and summarized 10%</td>
<td>Criteria for Assessment (full detail in Assessment Details below): Situation Analysis 20%</td>
</tr>
<tr>
<td></td>
<td>Applied analysis of situation using marketing concepts and theories 40%</td>
<td>SWOT Analysis 15% Objectives and Marketing Strategy 35%</td>
</tr>
<tr>
<td></td>
<td>Recommendations outlined &amp; justified 40%</td>
<td>Depth of Analysis 15%</td>
</tr>
<tr>
<td></td>
<td>Quality of expression and presentation; appropriate referencing 10%</td>
<td>Quality of expression and presentation; appropriate referencing 10%</td>
</tr>
<tr>
<td></td>
<td>Assessment Task 1</td>
<td>Assessment Task 2</td>
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<tr>
<td>------------------------------</td>
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<td>---------------------------------------</td>
</tr>
<tr>
<td>Submission method</td>
<td>Hardcopy</td>
<td>Hardcopy</td>
</tr>
<tr>
<td>Feedback (type, method, date)</td>
<td>Assessment Criteria</td>
<td>Assessment Criteria</td>
</tr>
<tr>
<td></td>
<td>rubric and comments</td>
<td>rubric and comments</td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>5 hours per week (6 weeks)</td>
<td>5 hours per week (9 weeks)</td>
</tr>
</tbody>
</table>

| Learning outcomes assessed | |
|---------------------------|---------------------|----------------|
| 1                         | Understand marketing’s role in the organisation | Understand marketing’s role in the organisation |
| 2                         | Apply marketing theories to analyse and solve marketing problems | Apply marketing theories to analyse and solve marketing problems |
| 3                         | Examine and apply a strategic approach to marketing issues and decisions | Examine and apply a strategic approach to marketing issues and decisions |
| 4                         | Evaluate the role of marketing research in decision making | Evaluate the role of marketing research in decision making |
| 5                         | Evaluate the role of marketing research in decision making | Distinguish between consumer versus organisational buyer behaviour |
| 6                         |                      | Understand the challenges of marketing globally |

Graduate capabilities
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 four elements:

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Weighting (%)</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Paper (Individual)</td>
<td>15%</td>
<td>September 15th, 2010</td>
</tr>
<tr>
<td>Major Marketing Report (Group) ***</td>
<td>30%</td>
<td>November 3rd, 2010</td>
</tr>
<tr>
<td>Involvement in Weekly Web Discussion</td>
<td>15%</td>
<td>Weekly until 3rd November, 2010</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Initial Assessment (5%) advised 27th August, 2010; Second Assessment (10%) advised 10th November</td>
</tr>
<tr>
<td>Final Exam (Individual)</td>
<td>40%</td>
<td>TBA</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

*** moderated by peer assessment
ASSESSMENT DETAILS

Assessment 1: Case Study Paper (Individual)
Due: Wednesday September 15th, 2010
Weighting: 15%

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 Wednesday, 15th September, 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.

Assessment 2: Major Marketing Report (Group)
Due: Wednesday 27th October, 2010
Weighting: 30% (All group work is peer moderated)
Word Limit: 3000 words +/- 10%

The Group Marketing Project assignment is designed to allow you to develop a practically oriented topic. It is to be completed by students in groups. You will be organised into a group of 5 ideally.

The assignment requires you to apply different aspects of the concepts and theories to a specific product (goods and/or services). In doing so, you need to develop and demonstrate a deeper understanding of key areas of marketing theory.

Your group is to select a new product from the site shown below and prepare a marketing plan for its implementation and management.

http://www.abc.net.au/tv/newinventors/inventions/

You will need to assume a company to take on this product. That could be an existing corporation that would be appropriate to do that, or a small hypothetical company that would have the resources to be able to release the product.

The, your assignment should have the following sections:
• Executive Summary of 2-3 paragraphs (up to one page);
• Table of Contents with page numbers;
• Situation Analysis concluding with a SWOT (with appropriate sub-headings)
• A conclusion to the SWOT
• Marketing Objectives
• Marketing Mix Strategies (with appropriate sub-headings)
• Implementation and Control of the Marketing Plan (with appropriate sub-headings)
• Conclusion
• Reference List
• Appendices (This may contain analysis and other supportive material and each Appendix needs to be referred to in the body of the report)

Criteria for Assessment Group Marketing Project Assignment

<table>
<thead>
<tr>
<th>Section</th>
<th>Mark</th>
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</thead>
<tbody>
<tr>
<td>Situation Analysis</td>
<td>/20</td>
</tr>
<tr>
<td>The student has presented a thorough analysis of the internal and external environments relating to the product, and has provided clear indications of how each environment impacts upon, or effects, the chosen product.</td>
<td></td>
</tr>
<tr>
<td>SWOT Analysis</td>
<td>/15</td>
</tr>
<tr>
<td>The student has presented a well analysed SWOT as a direct result of the Situation Analysis with a conclusion.</td>
<td></td>
</tr>
<tr>
<td>Objectives and Marketing Strategy</td>
<td>/35</td>
</tr>
<tr>
<td>Based on the SWOT, the student has set appropriate objectives and then used relevant and appropriate theories that serve to ground the presented ideas and suggestions for market selection and strategy change/improvement in the Marketing Mix.</td>
<td></td>
</tr>
<tr>
<td>Depth of Analysis</td>
<td>/15</td>
</tr>
<tr>
<td>The student has conducted analysis throughout using models and theories from the Course and provided a conclusion for each to justify what is is being argued.</td>
<td></td>
</tr>
<tr>
<td>Overall Presentation &amp; References</td>
<td>/15</td>
</tr>
<tr>
<td>The student has used a report style and references where appropriate and has formatted both in-text and end of report references using the APA referencing style.</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>/100</td>
</tr>
</tbody>
</table>

Note that it is your responsibility to keep a copy of each assessment task that is submitted
Assessment 3: Weekly Web Discussion  
**Due:** Weekly  
**Weighting:** 15% (5% awarded in Week 4; 10% awarded in Week 13)

From Week 1, 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 made 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.

Assessment 4: Final Examination  
**Time Limit:** 2 Hours + 10 minutes reading time  
**Date:** TBA  
**Weighting:** 40%

A 2 hour final examination for this unit will be held during the University Examination period. It will be a closed book examination, and will be in the form of a mini Case Study with compulsory questions, 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 University Examination period in Second Half Year 2010 is from 15th November, 2010 to 3rd December, 2010.

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

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

GRADES

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.


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.


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

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.
Appendix 1 Individual Case Study Cover Sheet

Macquarie University
Faculty of Business and Economics
MKTG 813 Principles of Marketing
Cover Sheet for Case Study Assignment

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

<table>
<thead>
<tr>
<th>Name:</th>
<th>Name:</th>
<th>Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID:</td>
<td>ID:</td>
<td>ID:</td>
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<tr>
<td>EMAIL:</td>
<td>EMAIL:</td>
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<td>Name:</td>
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<td>EMAIL:</td>
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</tbody>
</table>

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:

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................................................................................................................................................................................

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