

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**MKTG813**  
**Marketing Principles**

**Semester 2, 2010**

*Faculty of Business and Economics*

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

**Year and Semester:** 2010, Semester 2

**Unit convenor:** Phillip Morgan

**There are no Prerequisites / Corequisites for this unit**

**Credit points:** 4

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.

**TEACHING STAFF**

Phillip Morgan  
[phillip.morgan@grassrootsgroup.com.au](mailto: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:

**"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)

### **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>

### **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.)

## COURSE SCHEDULE

Week No.	Date	Topic	Textbook References and Due Dates
1	4 <sup>th</sup> August	Marketing: Creating Value & Customer Retention <b>(1st Weekly Web Discussion Question up)</b>	Chapters 1 & 2
2	11 <sup>th</sup> August	The Global Environment	Chapter 5 <b>Assignment 1 Case Studies to be advised</b>
3	18 <sup>th</sup> August	Strategic Marketing and Marketing Planning <b>(Group Formation)</b>	Chapters 3 & 4
4	25 <sup>th</sup> August	Information Management & Marketing Research <b>(Initial individual assessment of Weekly Web discussions)</b>	Chapters 6
5	1 <sup>st</sup> September	Consumer and Business-to-Business Buyer Behaviour	Chapters 7 & 8
6	8 <sup>th</sup> September	Market Segmentation, Targeting & Positioning	Chapter 9
7	15 <sup>th</sup> September	The Extended Marketing Mix: The Nature of Products & Product Strategy	Chapters 10 & 11 <b>Assignment 1 Individual Case Study DUE</b>
<b>Mid Semester Break</b>			
8	6 <sup>th</sup> October	The Extended Marketing Mix: Product (continued)	Chapter 10 & 11
9	13 <sup>th</sup> October	The Extended Marketing Mix: Price	Chapter 12
10	20 <sup>th</sup> October	The Extended Marketing Mix: Distribution	Chapters 13 & 14
11	27 <sup>th</sup> October	The Extended Marketing Mix: Marketing Communications 1	Chapters 15, 16, & 17
12	3 <sup>rd</sup> November	The Extended Marketing Mix: Marketing Communications 2	Chapters 15, 16, & 17 <b>Assignment 2 Group Marketing Report DUE</b>
13	10 <sup>th</sup> November	International Marketing <b>Second Assessment for Weekly Web Discussions</b>	Chapter 18
	15/11 – 3/12	<b>Final Exam</b>	

## 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.

	Assessment Task 1	Assessment Task 2	Assessment Task 3
Title/Name	Individual Case Study	Group Major Marketing Report	Individual Web Discussions
Description ( <i>including length or similar if applicable</i> )	See detailed description under Assessment Details below	See detailed description under Assessment Details below	See detailed description under Assessment Details below
Due date	September 15 <sup>th</sup> , 2010	November 3 <sup>rd</sup> , 2010,	Weekly
% Weighting	<b>15%</b>	<b>30%</b>	<b>15%</b>
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements or refer to attached marking rubric	<p><u>Criteria for Assessment:</u></p> <p>Key relevant facts of the case outlined and summarized <b>10%</b></p> <p>Applied analysis of situation using marketing concepts and theories <b>40%</b></p> <p>Recommendations outlined &amp; justified <b>40%</b></p> <p>Quality of expression and presentation; appropriate referencing <b>10%</b></p>	<p><u>Criteria for Assessment (full detail in Assessment Details below):</u></p> <p>Situation Analysis <b>20%</b></p> <p>SWOT Analysis <b>15%</b></p> <p>Objectives and Marketing Strategy <b>35%</b></p> <p>Depth of Analysis <b>15%</b></p> <p>Quality of expression and presentation; appropriate referencing <b>10%</b></p>	<p><u>Criteria for Assessment:</u></p> <p>Integration and Application of Marketing Concepts <b>40%</b></p> <p>Evidence of Preparation and Ability to Discuss/Debate the Issues and What Others in the Group have said <b>30%</b></p> <p>Consistent Contribution to the Group Discussion <b>20%</b></p> <p>Quality of expression and presentation; appropriate referencing <b>10%</b></p>

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>
Submission method	Hardcopy	Hardcopy	Web Discussion
Feedback ( <i>type, method, date</i> )	Assessment Criteria rubric and comments	Assessment Criteria rubric and comments	Weekly feedback on responses in workshop
Estimated student workload (hours)	5 hours per week (6 weeks)	5 hours per week (9 weeks)	2 hours per week (10 weeks)

Learning outcomes assessed			
1	Understand marketing's role in the organisation	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	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	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			



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

### 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:***

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

\*\*\* moderated by peer assessment

## **ASSESSMENT DETAILS**

<b><u>Assessment 1:</u></b>	<b>Case Study Paper (Individual)</b>
<b><u>Due:</u></b>	<b>Wednesday September 15<sup>th</sup>, 2010</b>
<b><u>Weighting:</u></b>	<b>15%</b>

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, 15<sup>th</sup> 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.

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

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

Section	Mark
<b>Situation Analysis</b> 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.	/20
<b>SWOT Analysis</b> The student has presented a well analysed SWOT as a direct result of the Situation Analysis <i>with a conclusion</i> .	/15
<b>Objectives and Marketing Strategy</b> 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	/35
<b>Depth of Analysis</b> The student has conducted analysis throughout using models and theories from the Course and provided a conclusion for each to justify what is being argued	/15
<b>Overall Presentation &amp; References</b> 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.	/15
<b>Total</b>	<b>/100</b>

**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 15<sup>th</sup> November, 2010 to 3<sup>rd</sup> 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](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)

## 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.

For an explanation of the policy see

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

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

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**Appendix 2 Group Project Cover Sheet**

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

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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.

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