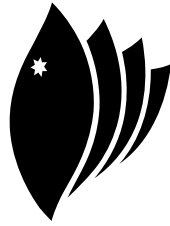


MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG 696
Introduction to Marketing
Management

Semester 2, 2011

Department of Marketing and Management

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS & ECONOMICS
UNIT OUTLINE FOR MKTG696**

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1. Information about this Course

Unit Number:	MKTG 696
Unit Title:	Principles of Marketing
Unit Weight	4 Credit Points
Unit Level:	Year and Semester: 2011, Semester 2
Unit convenor:	Dr Stephen d'Alessandro
Prerequisites:	Admission to Master of Commerce
Contact Hours:	3 hours per week

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.

This unit will provide students with how marketing and business need to consider societal issues such as sustainability and ethics within a framework of profitable consumer value. It is a gateway subject for the Master of Commerce Degree. In order to successfully complete the Unit you must:

- Attend and participate in the weekly seminars (at least 80% attendance is required).
- The final grade for the course needs to be consistent with the average of the individual assessment components.
- Satisfactory assignment work and attendance may be used to determine a marginal grade

You should take note of all announcements made in lectures or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information.

2. Teaching staff

Convenor: Dr Stephen d'Alessandro
Email: steven.dalessandro@mq.edu.au

Lecturer in Charge: Ron Innis
Telephone: 0425157538
Email: Ron Innis roninnis2@gmail.com

Consultation time: Available by appointment.

Bachelor of Commerce, Honours in Applied Psychology and Economics, UNSW
Master of Commerce, Honours Research Degree in Marketing, UNSW.
Ron has international and domestic business experience in senior management and marketing roles with Xerox, Qantas, American Express, several major international direct selling companies and international area management roles in

materials management and facilities management with a large non-profit service organisation in the Pacific area. Ron has lectured and coordinated courses in an adjunct capacity at both post-graduate and under-graduate levels in management, international management and marketing management at the University of Western Sydney and at under-graduate level in marketing research, marketing strategy and international marketing at Macquarie University.

3. Lectures and Tutorial Classes:

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

4. Required and Recommended Texts and/or Materials

4.1 Prescribed Text

“Marketing 2- Real People, Real Choices”

Solomon, M.R., Hughes A., Chitty W., Fripp G., Marshall G.W. and Stuart E.W., 1st Ed., 2011, Pearson, Australia,

It will be assumed that you will have read the chapters assigned each week prior to attending lectures. The text covers some of the basic material and provides numerous examples.

5. Unit web page

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

6. Unit Description

6.1 Course Aims

This unit is designed to acquaint students with marketing as it is used within all organisations. Topics include the role of marketing; marketing decision making (market segmentation, consumer behaviour; the marketing mix); product planning and development; distribution; promotion; pricing; marketing strategies and control and evaluation of marketing management, with a focus on creating consumer value. Students will be also exposed to some of the critical issues of ethics and sustainability as addressed by the societal marketing concept.

6.2 Learning Outcomes

The learning objectives of this unit are as follows:

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 terms of graduate capabilities, students at the end of this unit will should have developed:

1. Critical analysis skills (to evaluate, synthesise, and judge)
2. Problem-solving skills (to apply and adapt knowledge to the real world)
3. Knowledge of issues of ethics and sustainability as they apply to marketing.

6.3 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 Creative and Innovative
- 5 Effective Communication
- 6 Engaged and Ethical Local and Global citizens
- 7 Socially and Environmentally Active and Responsible
- 8 Capable of Professional and Personal Judgement and Initiative
- 9 Commitment to Continuous Learning

7. Teaching and Learning Strategy

Seminar style teaching will be used with classes of no more than 25 in order to engage students in self directed learning. Collaborative learning through assignments and /or presentations will be a feature of this unit. This unit will encourage students to recognise the central role of marketing in all aspects of organised activity, be it in business, government or for not-for-profit.

The course consists of 39 hours of face-to-face teaching. There are 13 x 3 hour seminars.

The unit is designed to be an exercise in identification and familiarization of marketing principles and issues in an atmosphere of applied learning.

Assessment Task	Due Date	Weight	6.3(above) Graduate Capabilities	6.2(above) Learning Outcomes
Final Examination	See University Examination Timetable.	40%	Individual 1, 2, 3, 4, 5, 8	1, 2, 3
Literature Research Essay	Week 8	25%	Individual 2, 3, 5, 8,	2, 3
Group Project /Case Study	Week 12	25%	Group 1, 2, 3, 4 ,5, 6, 7, 8,	1, 2, 3
Individual Class Participation	Weekly current and focused discussion/ Workshop	10%	Individual 1, 2, 3, 4 ,5, 6, 7, 8, 9	2, 3
	Total	100%		

The total grade awarded will generally not exceed the grade recorded in the final examination and be generally consistent will the other assessment components.

Grades will be awarded according to the normal grading scheme:

GRADE	High Distinction	Distinction	Credit	Pass	Fail
%	85-100	75-84	65-74	50-64	0-49

For an explanation of the policy see:

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

8.0 Assessments

8.1 Final Exam (40%)

There will be a final exam worth 40 % of the assessment and will cover all course seminars. All students are expected to sit for the examination at the scheduled

time. The exam will incorporate theoretical concepts with case study application(s) studied in class.

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.mq.edu.au/policy/docs/special_consideration/procedure.html

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

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. 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.

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>

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.

8.2 Literature Research Essay (25 %)

You will be required to select from a list of 3 major peer-reviewed research articles, listed in APPENDIX 2, **one article** to review, critique and summarise. A **second article**, relating to the subject of the first, is required to be independently identified and researched by each student to form part of a comparative analysis to identify the contrary **and** supporting concepts and evidence contained in the two articles.

The essay can be a minimum of 3000 words and may contain the following where relevant:

. Abstract

- . Introduction
- . Literature Review
- . Problem/Purpose
- . Methodology/Approach
- . Case Study/Analysis
- . Findings
- . Research implications/Limitations
- . Conclusion
- . Bibliography

8.3 Group Project Case Study (25%)

Students of the seminar will be required to form into groups of 4 students to undertake a case study utilising both primary and secondary research to identify one element of the marketing mix, which will be assigned to each group in week 3.

Each group will be assigned to identify an established company and to **describe** the **function** and **operation** of the assigned element of the marketing mix in this chosen company.

Each group may choose one of the traditional four elements of the marketing mix (product, price, promotion and place) or from the extended elements of the marketing mix (people, process and physical evidence) described in page 21 of the assigned text. Each group will be required to **identify issues** in the **application of the theory** as described in the text and the **status** of these **issues** in the selected organization such as a consultant would be required to undertake.

8.4 Individual Class Participation (10%)

Each week each student will be required to select, photocopy and provide a brief analysis of one article from the business or daily press from the week prior or the current week to each lecture, which relates to the subject matter of the chapter scheduled from the textbook for that week.

During the seminar students will be randomly selected to initiate a discussion on the real world issue(s) pertaining to the seminar theory.

Each student is required to submit a photocopy and a one page analysis of the implications of this article to the practice in the area of theory. The assignment will be collected and assessed each week.

This together with the attendance at the weekly seminars will form the basis of the individual participation assessment

9 Student responsibilities and conduct

9.1 Workload

It is expected that you will spend at least 3 hours per week per credit point in addition to lectures studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities. Marketing is a very broad field. Often, we will be covering in one or two class sessions a topic that many people spend their lives trying to understand and master. Clearly, we will not have time to cover the nitty-gritty details of every topic. As such, *it is critical that students do the readings for each day before you come to class*. In class, we will go beyond the readings to highlight critical aspects of each topic. If you have not done the readings or case preparation for the day, you will not get much out of the lecture and discussion and your participation will suffer.

9.2 General Class Behaviour, Honour Code and Group Interaction

All aspects of MKTG696 are conducted in accord with the following honour code:

1. You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class.
2. As a courtesy to other class members, please come on time and please do not leave before the end of class. University regulations indicate that if students attend less than eighty per cent (80%) of scheduled classes they may be refused final assessment.
3. Past experience indicates that it is difficult to do well in this course if you do not attend class on a regular basis. To provide an accurate measure of class attendance a class roll will be taken.
4. As would be expected, all work must be performed independently by each student or, where appropriate, by the members of the student's Project Group working together. The sharing of information between Project Groups is not acceptable.
5. The use of materials from other courses or from previous sessions— lecture notes, case analyses, problem solutions, or whatever — is also not acceptable.

9.3 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>

10 Academic Honesty (and Submission to Turnitin.com)

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/> or
<http://mq.edu.au/policy/docs/academic-honesty/policy.html>

Your essay and group case study assignments must be submitted to **Turnitin at www.turnitin.com**. Once in Turnitin, submission of your group's report must be as a Word document (i.e. not PDF, PowerPoint, etc). To assist each group test for potential plagiarism issues your group can submit their major project more than once up to the due date. Please make sure that only one member of your group submits the report to Turnitin. Students must use their City University email address as their Turnitin username. The class password for Turnitin and the instructions to use it will be provided well before the assignment is due.

APPENDIX 1
Lecture and Tutorial Schedule, Semester 2, 2011

Week beg. Lecture Date	Seminar Topic	Tutorials - Readings/ Specific Tasks
Week 1, August 01	Mktg 2 Ch 1 Marketing: Creating and Delivering Value.	Review of Assessment and Tutorial components and the weekly Tutorial program.
Week 2, August 08	Mktg 2, Ch 2 Strategic Planning and the Marketing Environment.	Review of current weekly issues for theory, Ch 2. Group formations. Review of Group Project Case Study.
Week 3, August 15	Mktg 2, Ch 3 Marketing Information and Research.	Review of current weekly issues for theory, Ch 3. Review of Literature Research Essay requirements.
Week 4, August 22	Mktg 2, Ch 4 Consumer and Organisational Behaviour.	Review of current weekly issues for theory, Ch 4.
Week 5, August 29	Mktg 2, Ch 5 Target Marketing Strategies and Customer Relationship Management.	Review of current weekly issues for theory, Ch 5.

Week 6, Sept 05	Mktg 2, Ch 6 Creating and Managing Products.	Review of current weekly issues for theory, Ch 6.
Week 7, Sept 12	Mktg 2, Ch 7 Pricing the Product.	Review of current weekly issues for theory, Ch 7. Presentation and discussion of draft essay research concepts.

Mid Semester Break - Monday 19 September to Friday 30 September, 2011		
Week 8 October 04	Mktg 2, Ch 8 Integrated Marketing Communications: Advertising and Promotion.	Review of current weekly issues for theory, Ch 8. Literature Review Essay due.
Week 9, October 10	Mktg 2, Ch 9 Other Elements of Integrated Marketing Communications: Direct Marketing, Internet Marketing, Personal Selling, Public Relations and Sponsorships.	Review of current weekly issues for theory, Ch 9.
Week 10, October 17	Mktg 2, Ch 10 Distribution, Logistics and Retailing.	Review of current weekly issues for theory, Ch 10.
Week 11, October 24	Mktg 2, Ch 11 Services Marketing.	Review of current weekly issues for theory, Ch 11.
Week 12, October 31	Mktg 2, Ch 12 Global Marketing.	Review of current weekly issues for theory, Ch 12. Group Case Study Project due.
Week 13, November 07	Mktg 2, Ch 13 Ethics and Regulations in Marketing.	Review of current weekly issues for theory, Ch 13. Course summary and examination review.

Appendix 2

Literature Research Essay Research Source Articles

- 1. Layton R.A.,” Marketing Systems- A core Macromarketing Concept”, Journal of Macromarketing, 2007, 27,227.**
- 2. McWilliamsA., Siegel D.S. and Wright, P., “ Corporate Social Responsibility: Strategic Implications”, Journal of Management Studies, 43:1, January 2006.**
- 3. Pomeroy A. Noble G. and Johnson L., “A Sustainability Roadmap for Contemporary Marketing Education: Thinking beyond the 4P’s”, Management and Marketing Working Paper Series”, 2008, University of Wollongong, Academy of Marketing Annual Conference, “Reflective Marketing in a Material World”, 2008.**