

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG803
Marketing Operations

Semester 1, 2011

Department of Marketing and Management

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

Year and Semester: 2011 Semester 1

Lecturer in Charge: Steve Erichsen

Prerequisites / Co requisites: Appropriate Undergraduate Degree

Credit points: 4 Credit Points

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 the teaching staff in the unit.

ABOUT THIS UNIT

The execution of an organisation's strategy is the role of business operations. The operations to develop, produce and deliver the organisation's products and services and to support them throughout their life are a key component of its overall success. The difficulties experienced by many firms over the past decade are due to the fact that the operations within an organisation have been largely neglected. They are still frequently looked upon as only a cost to the organisation of doing business and not as a means to add value. In the late 1990s the effective management of operations -- using concepts such as the extended value chain, total quality management, quality function deployment, process re-engineering and benchmarking, flexibility and economies of scope -- is being recognised as a key source of competitive advantage.

TEACHING STAFF

Lecturer: Steve Erichsen

E-mail: erichsen@optusnet.com.au

Mobile: 0412 246 099

CONSULTATION TIMES

You are encouraged to seek help at a time that is mutually convenient to you and your lecturer. In special circumstances, an appointment may be made outside regular consultation hours. You may, however, phone staff during reasonable hours.

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

CLASSES

- Classes will be held on Saturday from **9.30am SHARP to 5.00pm** on the dates listed herein.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Text: *Operations & Supply Management, 13th Edition*
Richard Chase & F. Robert Jacobs 2010 McGraw Hill

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

UNIT WEB PAGE

We will use the Blackboard system for provision and exchange of information during the semester. <http://www.learn.mq.edu.au>

LEARNING OUTCOMES

The objective of this unit is to provide an understanding of the management of hard and soft technologies in both service and manufacturing organisations and their impact on organisational effectiveness.

The specific learning objectives of the unit are:

1. To gain an insight into the appropriate means of applying process based concepts and operational tools and techniques.
2. To develop an ability to interrelate the impact of developments made in the operations area with other functional areas and with overall corporate strategy.
3. To examine the activities involved in managing operational functions to provide an organisation with the greatest probability of developing sustainable competitive advantage.
4. To become familiar with the range of decisions implicit in strategic development of operational best practice.
5. To develop skill in using a variety of analytical frameworks for making marketing decisions.
6. To critically analyse, discuss, and evaluate the literature on operations topics in relation to the relevant theories
7. To apply various techniques and theories to develop creative solutions to marketing problems.

GRADUATE CAPABILITIES

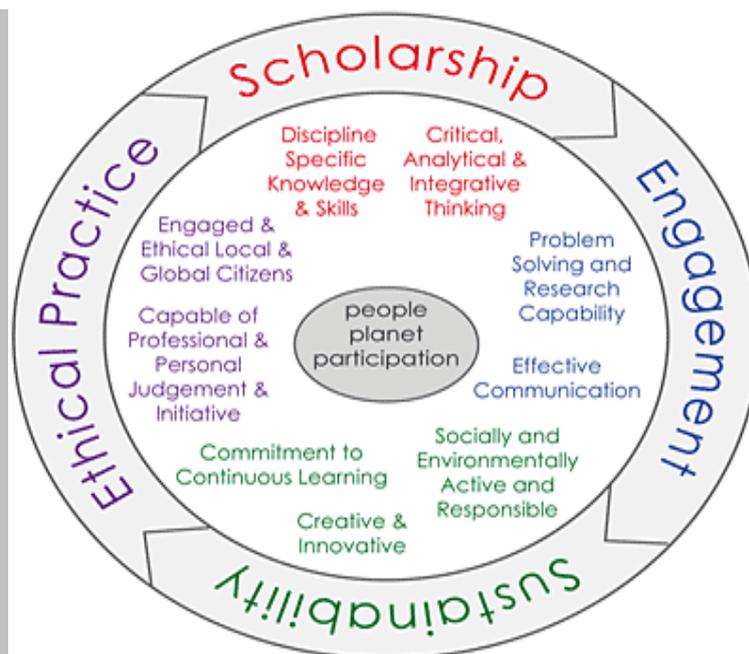
The Macquarie University experience is designed to lead students to a career in the city and a place in the commercial world. It encourages life-long learning and links teaching to cutting-edge research.

Critical, Analytical and Integrative Thinking

Macquarie University's stated Graduate Capabilities may be viewed as a mix of cognitive capabilities, and personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the MKTG803 Marketing Operations unit has been designed to develop your skills within the specific graduate capability areas of *critical, analytical and integrative thinking*.

We want our graduates to be capable of achieving the following;

- a) To be able to reason, question and analyse information
- b) To be able to integrate and synthesise learning and knowledge from a range of sources and environments
- c) To be able to critique constraints, assumptions, and limitations
- d) To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general
- e) To be able to develop advanced skills in information and technology literacy



TEACHING AND LEARNING STRATEGY AND ASSESSMENT

- This unit is taught in whole day sessions in a seminar style.
- Information will be presented by extensive use of PowerPoint presentations, videos and class discussion.
- Students will work in small groups to research, analyse and present on various topics throughout the semester.
- Students are expected to participate in small groups; read in advance; and follow current developments in the business marketplace.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

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 in terms of the word limit required; and
- your ability to present information and ideas before an audience, and to be able to support the arguments presented.

Assessment comprises four elements:

1. Initial Individual Project - (10% of total assessment)
2. Group Assignment - (15% of total assessment)
3. Major Individual Project - (25% of total assessment)
4. Examination – there will be a 3 hour examination (50% of total assessment).

Assessment 1

Initial Project

The topic will be distributed in Week 1 for return during class in Week 2 (March 12th) - 10% of total assessment.

Weighting: 10%

Assessment 2

Group Assignment

Students will be organised into syndicate teams. This is a group exercise – all members of the group are expected to contribute actively and substantially. Some members of the group may provide more input in the research area whereas others may do more of the actual written presentation. The group will be required to acknowledge that all group members have given quality time to the project. Your groups will be organised in class. The topics will be distributed in class in Week 3 – your responses will be required in Week 5 (April 23rd), and a class presentation in Week 6. Late submission of the Group Project will incur a penalty of 10% of the value of the assignment for every day that it is late. 15% of total assessment based on 12% for the written submission and 3% for a class presentation.

Weighting: 15%

Assessment 3

Individual Project

A major individual assignment will be distributed in class in Week 2 – your responses will be required in Week 4 (April 9th), and a class presentation in Weeks 4 & 5. Late submission of the Project will incur a penalty of 10% of the value of the assignment for every day that it is late. 25% of total assessment based on 20% for the written submission and 5% for a class presentation.

Weighting 25%

Assessment 4

Examination

A final examination is included as an assessment task for this unit to provide assurance that the student has attained the knowledge and skills provided in this course and that will be tested in the exam.

A three (3) hour final examination for this unit will be held during the University Examination period.

The University Examination period in First Half Year 2011 is from 6th June, 2011 to 24th June, 2011.

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. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

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>

Weighting: 50%

Please Note: You must pass the final exam to receive a pass in this subject

General

All assignments are to be typed in a 12-point font. Marks will be deducted for assignments that exceed the stipulated word limit by more than 10%. Your assignments will be marked according to the following criteria:

- Expression (spelling, syntax, grammar);
- Description (accurate, coherent, unambiguous);
- Argument (valid, logical, reasonable);
- Relevance (with respect to the set topic); and
- Research (effective use and acknowledgement of relevant literature).

Assignments are to be submitted with the name of the subject and the assignment on the front cover. Your names and Student Identification Numbers are to be clearly identified on the front cover of each assignment.

Staple your assignment in the top left-hand corner. **Do not put the report in a binder or individual pages in separate plastic sheets.**

Any assignment received after the due date will lose 10% of the total available marks for each working day or part thereof, that it is late. No assignment will be accepted after two weeks after the due date, that is, you will receive a Fail grade for the assignment.

Students should note that those who ask for their assignments to be remarked may obtain a mark that is lower than the original 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.

Remember the essay must be your own work. Plagiarism is a serious offence.

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

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 critiqued and its relation to other sources that you have consulted;
- **Remember to answer the question.**

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
Title	Initial Project	Group Assignment	Individual Project	Final Exam
Length	750 Words	3000 Words	2500 Words	
Due date	March 12	April 23	April 9	TBA
% Weighting	10%	15%	25%	50%
Grading Method	Refer to details above			
Submission method	In Class	In Class	In Class	
Learning outcomes assessed				
1		X	X	X
2	X	X	X	X
3	X		X	X
4		X		X
5		X		X
6	X		X	X
7	X	X	X	X
Graduate capabilities assessed	a, b, d	a, b, c, d	a, b, c, d, e	a, b, c
Presentation Skills		X	X	

ATTENDANCE AND PARTICIPATION

Class members are required to complete the assigned reading; prepare for and attend all classes; 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 essential questions posed by the case studies in the textbook 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.)

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 and set readings.

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

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.

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.

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>.

[Individual Unit Convenors may wish to add Unit/ Faculty specific support eg BESS, Room, PAL, E4B Consultation Room.]

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.

Lecture Schedule:

Session	Room	Lecture Date	Topic / Activity	Preparation
1	E7B 100	February 26	Introduction and Expectations / Operations & Supply Management & Strategy / Product & Service Design <i>Initial Project Allocated</i>	Chapters 1,2,3
2	E7B 100	March 12	Strategic Capacity Management / Process Analysis / Service Processes / Health Care Processes <i>Initial Project due Individual Project Allocated</i>	Chapters 4,5,7 & 8
3	E7B 100	March 26	Six Sigma / Project Management / Global Sourcing / ISO <i>Group Assignment Allocated</i>	Chapters 9,10 & 11
4	E6A 102	April 9	Logistics / Lean Production / Operations Consulting / <i>Individual Project Due Individual Presentations</i>	Chapters 12 &13
5	E6A 102	April 23	ERP Systems / Demand Management Sales & Operations Planning / <i>Group Project Due</i>	Chapters 14,15, & 16
6	E7B 100	May 7	Inventory Control / MRP <i>Group Assignment Presentations</i> Exam Review	Chapters 17 & 18