MACQUARIE UNIVERSITY

COLLEGE OF COMMERCE
Division of Economic and Financial Studies
Business Department


BBA313
Marketing Management: Effectiveness and Efficiency

LECTURER: Leanne Carter

TIME: Tuesday, 5.00pm to 8.00pm

LOCATION: C5C T2
Unit Objectives

Your previous marketing units have introduced the detail of product, pricing, distribution and communications issues for individual management decision making. As you conclude your degree and the marketing elective, this subject brings together the marketing mix and allows you to understand how they work together to maximize marketing objectives and ultimately provide a return to shareholders.

This unit will provide an understanding of the creation of shareholder value, by identifying emerging opportunities, putting together marketing strategies that allow firms to grow and build lasting relationships with customers.

The objectives of this unit are:

- To develop an understanding of the process of identifying, evaluating, and implementing a marketing orientation and associated strategies.
- To understand the interfunctional processes of marketing functions in the marketing strategy and implementation processes.
- To develop decision making skills in marketing.
- To understand how to measure the contribution of marketing to the overall organizational performance.
- To develop an understanding of the factors behind marketing mistakes.

The course has four components: Marketing Management Theory, Case Study Analysis, Marketing Planning (for a real product) and A Marketing Simulation Game. When combined, the above objectives can be achieved.

Culture of the Lectures

This course for most students will be unlike any subject you have taken before. It is designed to provide a “hands-on” learning experience in marketing analysis, planning and decision making. As such it has a much different culture than other subjects or courses. This is not just a lecture-oriented course with a set of topics to be covered in a semester.

 Rather this is a course where much of the learning takes place outside of the formal classroom setting. In addition to your private study time, some of the three hours per week are to be allocated to group work, away from the lecture theatre. This will allow for time that is required for completion of the simulation, the marketing plan and the case studies. The benefits to you will be
directly related to the quality and quantity of the effort you expend on course related activities. It is up to you.

The unit is very open-ended. The lectures will provide a basis for analysis in the other components of the unit. Case studies allow you to see what does and does not work in the practical sense, through investigation of marketing mistakes. The marketing plan for a real product allows you to apply your learning for the real world and will be judged by the real world. The competitive nature of the simulation game, the decisions you need to make, the feedback it provides, and the wide open challenge it presents you will be the driving forces that determine the extent of your efforts without opening a real firm’s budget! Some students may find difficulty coping with this “culture” if their team starts losing money and market share. The team then loses interest and gets little from the course. Other teams find poor market performance a challenge and act accordingly. These teams benefit from the valuable learning experience. However, the vast majority of students who have participated in a course based on simulations find it to be very valuable learning experience.

ILectures
To support the lectures and group work, there is a website available to all students enrolled in this subject. It is:

http://online.mq.edu.au/public/BBA313/ (For currently enrolled students only.)

This should be used regularly to:
• check messages that may relate to the subject e.g. simulation, case studies, presentations, etc.
• listen to recorded lectures
• check lecture schedule
• check the due dates for assignments
• discuss issues on the discussion board with fellow students or anything else relating to the subject that you wish to know.

Using the Website
Lectures are digitally recorded and are transmitted over the Internet. They are called ILectures. They can be accessed via a link from your WebCT course unit. As well as listening to the recording it is possible to view PowerPoint slides provided by the lecturer.

**What software and hardware is required to use the ILecture system?**

Two free software plug-ins are required to use ILecture features
• QuickTime
• Adobe Reader
The software works with your browser and may be downloaded free of charge. For more on software and hardware and installing QuickTime and Adobe Reader, go to<http://online.mq.edu.au> and select the Software and Hardware link under Using WebCT.

**How do I listen to a lecture?**

ILectures are available via an ILecture link within your online unit. Select the link to display a list of lecture recordings available. As the semester progresses, more pages are added with the latest lectures located at the top.
Locating scholarly material on the Internet

Ray Warouw

This lecture outlines effective techniques for searching the Internet to locate scholarly material. The benefits and limitations of search engines, search directories and the "deep" web are summarised.

Quicktime Slides

Report a problem with this recording

To listen to a streamed lecture select the appropriate bandwidth under quicktime.

- for dial-up modems choose Audio 14k or Audio 56k
- for broadband connections choose Audio 256k
- to download the lecture and save it to disk, select MP3 (download)

Once a bandwidth has been selected the iCaster window will open. Agree to the Copyright warning and the audio should begin streaming.

If PowerPoint slides are provided they will be presented in the right hand side of the iCaster.

How can I print out the PowerPoint slides?

It is a good idea to print out slides before listening to the lecture.

1. Go to the iLecture interface via the link in your online unit before you listen to the lecture. If the PowerPoint icon appears, it means that PowerPoint slides accompany the lecture.
2. Under slides select pdf format (3pp printable). The slides will be displayed in your browser using Adobe Reader and may be printed out using the Print button. This format is useful for taking notes.
**How do I view the PowerPoint slides while I listen to the lecture?**

PowerPoint slides are also available when listening to the lecture recording. The titles of each slide appear in the right hand window of the iCaster. Click on the slide titles in the upper right window to progress from slide to slide. The slides do not progress automatically so listen for audio clues that the lecturer is moving to a new slide.

**How do I report problems?**

A link is available in the **iLecture interface** to report problems with iLecture. Fill out all details requested to assist in the resolution of any problems.

**How do I control the volume or pause the recording?**

Using the audio control panel which appears in the upper left hand window of the iCaster you may adjust the volume and pause and restart the recording.

MQIT Help

Students should contact MQIT Help with any questions regarding the use of iLecture system and the hardware and software required.

Phone: (02) 9850 HELP (4357) or
Freecall: 1800 063 191
Internet Chat: ICQ#: 32801246
Face to Face: IT Help Desk, Level 1, University Library
Email: Just Ask form [http://www.lib.mq.edu.au/justask/](http://www.lib.mq.edu.au/justask/)

24x7 Follow the Sun Helpdesk email: ithelp@mq.edu.au

**Text Books**

The main text books that are relevant to the unit are:


**Supplementary Reading List:**


**Supplementary References and Additional Learning Materials:**

Supplementary references will also be found on your own bookshelves. Take time to reflect on the other subjects you have undertaken in your degree. You will find a wealth of information that can be called upon for researching the assignments in this unit.

Additional information related to this subject can also 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*
- *Strategic Management Journal*  
- *The Financial Review* (particularly Tuesday’s paper)
- *The Sydney Morning Herald* (particularly Thursday’s paper)
- *The Australian*
- Business Source Premier (ABI-Inform, Proquest)  
- and Emerald (see Library Databases)

**Articles Related to Marketing Management**


Peppers, Don, Martha Rogers, and Bob Dorf (1999), "Is Your Company Ready for One-to-One Marketing?", *Harvard Business Review*, (Jan-Feb).


Trout, Jack and Al Ries (1972), "The Positioning Era Cometh," Advertising Age, April 24 (pp. 35-38), May 1 (pp. 51-54), May 8 (pp. 114-116).


Assessment

There will be five items of assessment including both group and individual work. There is a group case study presentation, a group assignment related to a real product, participation in a marketing simulation as a group, a literature review to be completed individually and a final examination.

Summary of Assessment Components

Group:

1. Case Presentation 10 marks

2. A Marketing Plan 20 marks
   You are to develop a marketing strategy for a product. This product will be presented to you in Week 2 by a guest lecturer from the company. Be sure you attend class this evening for the briefing.
   Length: 20 pages
   Due: 4.30pm, Friday, 22nd October, 2004.

3. The Marketing Game Decisions
   Decisions ARE compulsory to pass the unit.
   There is an award for the winning FIRM

Individual:

4. A Literature Review of 5 Journal Articles 20 marks
   Length: 1500 words
   Due Date: 4.30pm, Friday, 17th September, 2004. (Please hand into ERIC)

5. Final Examination (which you must pass to pass the unit) 50 marks

These are explained below.
1. Case Presentation (10 marks)

Due: The date of your allocated presentation
Length: 45 minutes + overheads used
Content: Creative, entertaining, unusual formats are rewarded

In Week One you will nominate your groups and be allocated a group presentation from the text, Hartley, "Marketing Mistakes and Successes" (6th edition). For this group presentation you are to present the case for 45 minutes. This component is worth 10 marks.

The presentation:

This will be completed in groups of four to six students. It will be a vehicle for participants to demonstrate their understanding and apply the concepts introduced to you in the many marketing subjects to which you have been exposed. Marks for the presentation will be awarded for creativity, entertainment (and keeping the audience awake in the evening lectures), the appropriate use of visual aids and other means of presenting your analysis of the case. Presentations are expected to be 30-40 minutes each, with an additional 5-10 minutes for discussion and questions. Your allotted time is 45 minutes in total.

You will complete this task by predominantly drawing on the case in the text, developing a synopsis of the case, answering the set questions. There are also "Issue Boxes" and "Information Boxes" contained within the chapter. Where relevant, present this information as part of your analysis. It is not essential that all the issues of the case are addressed. You have license to focus on one or two issues within the case if this is deemed by your group to be the most important marketing issues and implications. The content of your presentation is therefore up to you.

Whatever the focus, you should ensure that you have addressed the relevant marketing theories as they relate to the case. You are expected to submit an outline of your presentation (eg. Overheads, or powerpoint presentation) to the lecturer prior to the presentation.

Note: Peer Assessment will be used in allocating marks for this component of the course. This will ensure that all members receive a fair grade for their contribution to the group. A separate handout will be provided that explains this tool.

An Additional Note:

It is important that even when you are not presenting a case, that you come prepared to each lecture having read the case so that more effective learning can take place. These cases are all contained within the final exam. The preparation that you do during semester will make your study that much more productive for this component of the course.

2. A Marketing Plan (20 marks)

Due: 4.30pm, Friday, 22nd October, 2004. (IN ERIC)
Length: 20 pages

This component requires you to write a marketing plan. You will be briefed by a guest lecturer in Week 2 about a new product, its current situation and the related financial situation. It is then up to you to do some of your own research and develop a recommended marketing strategy.

The format should be as follows:
1. SWOT
   A summary SWOT analysis
2. Marketing Strategy
   Objectives
   Target Market
   Positioning
   Product, Placement, Promotion and Price strategies
3. Action Plan
4. Financial Analysis
   a. Projected profit and loss for 1 year
   b. Include some implications for the shareholders.
5. Bibliography
6. Appendices

The assignment should be no more than 20 pages. You can have additional diagrams, graphs, etc in appendices as required. Also ensure that a Contribution Sheet is attached to this assignment (behind the cover page) with signatures and other required information for all students in the group.

Marketing Planning Project – Marking Guide

1. Evidence of comprehensive search for, and effective recourse to available data. Poor 1 2 3 4 5 6 7 8 9 10 Excellent
   - Summary SWOT
   - Appropriateness of the marketing implications identified

2. The team's attention to the needs of the client and the requirements of the academic programme. Poor 1 2 3 4 5 6 7 8 9 10 Excellent

3. The conception and promulgation of supported, detailed and practicable strategies. Poor 1 2 3 4 5 6 7 8 9 10 Excellent
   - realistic objectives and strategies
   - comprehensive (4P's)
   - consistent/integrated
   - innovative
   - detailed and time-tabled one year plan

4. The rigour and quality of analyses and forecasts. Poor 1 2 3 4 5 6 7 8 9 10 Excellent

5. The cohesiveness of the team effort. Poor 1 2 3 4 5 6 7 8 9 10 Excellent

6. The standard of the written plan including appropriate layout, formatting, clarity of expression, and referencing. Poor 1 2 3 4 5 6 7 8 9 10 Excellent

This assignment is due 4.30pm, Friday, 22nd October, 2004.
It must be handed into ERIC.
3. The Marketing Game Decisions

Due: Weekly (see lecture schedule)
Length: As long as weekly meetings take

In Week One you nominated groups. This group is also to work together for The Marketing Game. It is a simulation game that allows your team to run a firm, making a range of marketing and management decisions. The product category is a new type of voice recognition device (VRD). The focus of this course is shareholder value through marketing strategies therefore the performance will be assessed on this basis. The team with the best performance will receive a prize at the end of semester.

You will be starting the game at level 2 and then progress to level 3 sometime later in semester. At level 3, firms compete with multiple products in a number of channels. (The lecturer will notify all groups the time to do so and the increased discretionary budget that will be allocated to support the new product that can be introduced).

You will be competing in an industry of 4 firms. The simulation provides your firm with market research and financial statements in order make decisions in regards to marketing strategy. Your basic objectives are to use the resources of the firm wisely to meet target customer needs and contribute to the firm’s profit.

The simulation will run for 8 decision periods. See the lecture schedule for the specific dates decisions are due. Decisions are to be submitted on a disk at the start of the lecture. You must also attach a printout of your decisions in case the disk is corrupt. No late disks can be accepted. Also, please ensure you have scanned for viruses before submitting disk. The results files will be available on disk, for collection on Thursday mornings in ERIC.

4. A Literature Review of Journal Articles (20 marks)

Length: 1500 words
Due Date: 4.30pm, Friday, 17th September, 2004. (Please hand into ERIC)

Using the databases in the library to help you, select 5 research journal articles related to marketing management theory to support the situation of the firm for which you are to develop a marketing plan (refer to guest lecture information provided in week 2). This literature will provide you with a sound base and more informed understanding of the marketing situation that underlies the problems of the product, the market, the firm and the industry.

Using the literature available, develop a review encapsulating the main themes related to the product/market situation. References must be peer reviewed and published by respected business and marketing journals. If you are unsure of the standard of articles, please see the list of marketing management articles included in this unit outline.
The review will be marked on the following criteria:

1. Content and Coverage of Topic - 5 marks
2. Quality of Reference Material Used - 3 marks
3. Critical Analysis: clarity and structure of arguments - 10 marks
4. Presentation - 2 marks

Some additional information on writing a literature review.

A good literature review:

- demonstrates that you know the field. This means more than reporting what you've read and understood. Instead, you need to read it critically and to write in such a way that shows you have a feel for the area; you know what the most important issues are and their relevance to your topic, you know the controversies, you know what's neglected, you have the anticipation of where it's being taken.

- justifies the articles selected for your reviewing. You have to be able to convince your reader that what you are doing is important, and relevant to your marketing problem.

- allows you to establish credibility. You are providing information that is credible as it is based on what has been done before by credible researchers.

In critically evaluating, you are looking for the strengths of certain studies and the significance and contributions made by researchers. You are also looking for limitations, flaws and weaknesses of particular studies, or of whole lines of enquiry. Indeed, if you take this critical approach to looking at previous research in this area of study, your literature review will not be a compilation of summaries but an evaluation of such.

5. Final Examination

The fifth assessment will be the final examination, worth 50% of the total grade and which must be passed if a pass in the unit is to be obtained. The examination will be three hours. Details of the structure will be provided later in the semester. The exam will be based on the lectures, including theory, the case studies and the marketing game as well as any other additional material given throughout the unit. The usual requirements for Special Consideration and Supplementary Examinations will apply and these are detailed below, together with other important conditions.

Grades

In each of the assessable components, a mark of 50% will constitute a satisfactory level of performance. However, to obtain a pass in this subject, students must demonstrate a satisfactory level of achievement (i.e. 50% of the marks available) both in the final examination and in the subject overall. Note that the final exam must be passed before any other assessment marks will be added to it.
Lecture Schedule, Topics and Activities

3 August:

**Lecture 1**

*Introduction*

- An Overview of the Course

- Marketing and Shareholder Value
  Whitwell et al. Chapter 1

- The Marketing Game-An Introduction
  Mason et al.

- How to Prepare for a Case Presentation
  Hartley Chapter 1

10 August:

**Lecture 2**

- Value Drivers
  Whitwell et al. Chapter 3

- Value-Based Marketing Strategy and Planning
  Whitwell et al. Chapter 4

- Presentation by Guest Speaker
  Briefing for Marketing Planning Assignment
  *It is important you are in attendance for this lecture.*

17 August:

**Lecture 3**

- Strategic Objective Assessment
  Whitwell et al. Chapter 5

Cases:

- Hartley Chapter 3 Cola Wars
- Hartley Chapter 15 Disney

24 August:

**Lecture 4**

Strategic Focus Assessment
Whitwell et al. Chapter 6

Cases:

- Hartley Chapter 14 McDonalds
- Hartley Chapter 19 Vanguard

**The Marketing Game**

DEcision 1 DUE

1 September:

**Lecture 5**

- Issues in Branding
  Whitwell et al. Chapter 7

Cases:

- Hartley Chapter 8 Harley Davidson
- Hartley Chapter 7 IBM

**The Marketing Game**

DEcision 2 DUE
8 September: Lecture 6
♦ Prices
WHITWELL ET AL. Chapter 8
Cases:
HARTLEY Chapter 6 Continental
HARTLEY Chapter 20 Southwest Airlines

15 September: Lecture 7
♦ Products
WHITWELL ET AL. Chapter 9
Cases:
HARTLEY Chapter 16 Borden
HARTLEY Chapter 11 Perrier

Individual Assignment
Due:
A LITERATURE REVIEW
4.30pm, Friday, 17th September, 2004. (Please hand into ERIC)

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Mid Semester Break from 18 September to 4 October

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5 October: Lecture 8
♦ Distribution
WHITWELL ET AL. Chapter 10
Cases:
HARTLEY Chapter 5 Sneaker Wars
HARTLEY Chapter 10 Firstone/Ford

12 October: Lecture 9
♦ Promotion and Communication
WHITWELL ET AL. Chapter 11
Cases:
HARTLEY Chapter 21 Wal Mart
HARTLEY Chapter 17 Snapple

19 October: Lecture 10
This time is to be allocated for consultation with groups in finalizing the Marketing Plan for the product.

Group Project Due:
A MARKETING PLAN
4.30Ppm, 22nd October, 2004. (in ERIC)

26 October Lecture 11
♦ Internet Marketing
WHITWELL ET AL. Chapter 12
Cases:
HARTLEY Chapter 2 PC Wars
HARTLEY Chapter 4 Airliner Wars

The Marketing Game
DECISION 3 DUE
DECISION 4 DUE
DECISION 5 DUE
DECISION 6 DUE
DECISION 7 DUE
DECISION 8 DUE
2 November: Lecture 12
Cases:
HARTLEY Chapter 22 MetLife
HARTLEY Chapter 23 ADM
HARTLEY Chapter 12 United Way
HARTLEY Chapter 18 Rubbermaid

9 November: Lecture 13
♦ Conclusions and Review

♦ Debrief “The Marketing Game”
How did each firm achieve its profit and share?
Was it a successful marketing strategy and plan, or just good luck?

♦ Review of course
Study Hints for the exam.

Special Consideration

You are expected to attend scheduled examinations with the other students completing this unit. If extraordinary circumstances prevent you from attending the scheduled examination or affect your performance in an examination, you may wish to lodge a request for special consideration.

Any such requests must be lodged on the appropriate form. If there are medical circumstances you wish to be taken into account when considering your request, the medical information must be lodged on the attached Professional Authority Form. No other form of medical certificate will be recognised.

Supplementary Examinations

The academic staff managing this unit may, at their discretion, decide that, in the light of the circumstances set out in a request for special consideration, the appropriate way to assess your performance in this unit is to invite you to sit a supplementary examination. If this is the case, please remember that, as students sitting a supplementary examination have had the benefit of additional preparation time, the examination may be set to a higher standard and it may well be marked more strictly.

Secondly, please remember that, if you sit a supplementary examination, the results of the supplementary examination will determine your overall result, regardless of how well you may have performed in the scheduled examination.

Cheating and Plagiarism

Cheating and plagiarism are regarded as attempts to gain an unfair advantage over your fellow students and will not be tolerated. Please read the attached Plagiarism and Cheating document which sets out the Division's policy in these matters.
Support Services for Overseas Students

The University Counselling and Health Services has appointed a counsellor specifically to assist students from overseas countries and those who speak English as their second language. She is particularly expert in assisting with difficulties which involve adjustment to University life or to Australian custom, personal difficulties or the skills of studying, of reading, learning and remembering, or organising and motivating study, or of facing the examinations. Much of the work with students is conducted on an individual basis in a confidential setting. However, each semester groups are conducted to assist students in study skills, stress management and preparation for returning to the home country.

Lecturer in Charge: Ms Leanne Carter
Office: C5C 331
Phone: (02) 9850 6467
Fax: (02) 9850 6065
Email: lcarter@efs.mq.edu.au
THE DANGERS OF CHEATING AND PLAGIARISM AND HOW TO AVOID THEM

To cheat in the context of university assignments, tests and examinations is to attempt to gain an unfair advantage by violating the principles of intellectual and scholarly integrity. Cheating also encompasses plagiarism, which is the appropriation or imitation of another person's ideas and manner of expressing them.

WHAT IS CHEATING?

You will be guilty of cheating if you do any of the following:

1. Copy from another student during a test or examination. This is cheating whether or not there is collusion between the students involved. Collusion with another student who wishes to cheat from you exposes both parties to penalties under University Regulations.

2. Use or paraphrase the work of others, including any document, audio-visual or computer-based material, when preparing an assignment or writing an examination, and pretend it is your own work by not acknowledging where it came from.

3. Copy from another student's coursework whether that copying be with or without the knowledge of that student. This includes:
   - copying all or part of someone else's assignment
   - allowing someone else to copy all or part of your assignment
   - having someone else do all or part of an assignment for you
   - doing all or part of someone else's assignment for them.

4. Make up data and fabricate results in research assignments.

5. Impersonate someone else in an examination or test, or arrange such impersonation.

6. Use forbidden material in a test or examination, whether in printed or electronic form. For example, attempting to use a non-standard calculator in a restricted calculator examination.

WHY IS IT WRONG?

If you take and use the work of another person without clearly stating or acknowledging your source, you are falsely claiming that material as your own work and committing an act of plagiarism. This is wrong because:

- it violates the principle of intellectual and scholarly integrity.
- it devalues the grades and qualifications gained legitimately by other students.

PREVENTING CHEATING

All students and staff have a responsibility to prevent, discourage and report cheating. Typically students cheat because they are having difficulty with the unit content, the language of the unit, or both. Cheating and/or plagiarism can be a temptation when students are experiencing difficulty with a heavy workload in the unit and seek to save time by using others work.
To avoid having students resort to cheating, the University provides many services to help students with their course or to make thoughtful decisions about whether to continue. Within the Division of Economic and Financial Studies, students should first seek assistance from their tutor and/or lecturer. The University also offers help through the Dean of Students or the University Health and Counselling Services.

There is a difference between getting help and cheating. You are encouraged to get help if you need assistance to understand the material and any set work so that you are in a better position to create your own answers.

HOW TO PLAY SAFE

To maintain good academic practice, so that you may be given credit for your own efforts, and so that your own contribution can be properly appreciated and evaluated, you should acknowledge your sources and you should ALWAYS:

(i) State clearly in the appropriate form where you found the material on which you have based your work, using the system of reference specified by the Division in which your assignment was set;
(ii) Acknowledge the people whose concepts, experiments or results you have extracted, developed or summarised, even if you put these ideas into your own words;
(iii) Avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that you have thought about the material and understood it, but remember to state clearly where you found the ideas.

There is nothing wrong with working with other students in a group; indeed sometimes you will be encouraged to do so. But after a certain point, each student must work on their own to produce their own written answers. If no specific guidelines for group-work have been given, a reasonable interpretation is that it is acceptable for two or more students to discuss a problem among themselves or with a staff member. The group may then agree that the answer should include certain points. But then each member of the group must independently write their own answer to the problem.

PENALTIES

Students who are guilty of cheating and plagiarism will be penalised. Depending on the nature of the offence, the unit coordinator will determine the penalty. For example, extensive plagiarism may result in zero marks for an assignment. Repeat offences will be referred to the University Discipline Committee and may result in failure or exclusion from the university.

(This material has been compiled from the existing plagiarism documents of Macquarie University and University of Auckland.)
MACQUARIE UNIVERSITY

Professional Authority Form

This form must be completed by a professional authority.

Students at Macquarie University are able to apply for special consideration if they are unable to attend an examination or if they consider that their examination preparation or overall performance in a unit of study has been affected by unavoidable disruption or misadventure. Special consideration may also be granted if a student is forced to leave the examination room early due to illness or unavoidable disruption and believes that his/her examination performance has been affected. In most circumstances documentary evidence is required before special consideration will be granted and your assistance in providing information on the student’s illness or misadventure would be appreciated. The information you provide will allow the University to make a fair decision about the student’s academic performance and will only be used to assess the student’s request for special consideration. If special consideration is requested on non-medical grounds, appropriate supporting documentation must be provided, e.g. statutory declarations by independent witnesses, police reports, or statements from sufficiently senior officials in the place of employment. Photocopies of documents will not be accepted unless they have been certified by a member of the Registrar’s staff.

Professional Use Only

Student’s Name: __________________________ ID Number: __________________________

Date of Consultation: __________________________

Date/s of illness or misadventure: From: __________________________ To: __________________________

Please tick the box which best describes the student’s illness or misadventure

<table>
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<tr>
<th>In my opinion the effect of the illness or misadventure on the above day/s was (or will be):</th>
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Was the student suffering from symptoms of the illness or misadventure on the date of the consultation? Yes/No

Please provide details of misadventure or illness including symptoms and the way in which the circumstances are likely to affect exam performance. Is the illness or misadventure related to or as a result of a pre-existing condition? Give details below.

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Name and Title: __________________________

Profession: __________________________ Provider Number: __________________________

Signature: __________________________ Phone number/s: __________________________

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Stamp or seal of Professional Authority (or attach letterhead)
MARKING GUIDE: Case Presentation
(10 marks)

**Oral Presentation Style**
Poise of Presenters
Articulateness of Presenters
Organisation of the Presentation
Effectiveness of Visual Aids
Ability to hold audience interest

**Oral Presentation Content**
Address the questions appropriately
Attends to the Information and Issues appropriately
Excellent

Ability to relate appropriate theories to the case

**Question Period**
Ability to respond to questions
Ability to defend positions

**Additional Comments:**

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

Lecturer: _____________________________ Mark: ______/10
Macquarie University

BBA313  MARKETING MANAGEMENT:

Effectiveness and Efficiency


TEAM/GROUP DETAILS

Please note name and student number for each group member.

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1. PRIMARY PHONE CONTACT FOR THIS GROUP:
   NAME __________________________
   PHONE NO: ______________________
   Email address ____________________

2. OTHER PHONE NUMBERS and EMAIL ADDRESSES IF APPROPRIATE:

3. DAY and TIME of GROUP MEETINGS TO BE HELD:

NAME OF GROUP'S FIRM AND INDUSTRY
FOR THE MARKETING GAME

CASE TO PRESENTED FROM HARTLEY
GROUP PROJECT
A Marketing Plan

CONTRIBUTION SHEET

Contribution of the Team Members

Your Group Name __________

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