MKTG101
Marketing Fundamentals

Semester 1, 2012

Department of Marketing and Management
1.0 ABOUT THIS UNIT

MKTG101 has been designed to provide you with an introduction to the field of marketing. The course focuses on the role of marketing and its importance in contemporary organisations and society. During the semester we will critically explore marketing principles, concepts and models from a practical perspective. You will have the opportunity to apply this theory through the analysis of a variety of real-world examples directed at amplifying your understanding of how marketing concepts are used.

This is a 3 credit point unit.

MKTG101 is a foundation unit in the study of marketing. It offers an introduction to a number of specialist marketing units offered by the Department of Marketing and Management at Macquarie University, including:

- Services Marketing
- Marketing Research
- Consumer Behaviour
- International Marketing
- Marketing Management
- Brand Management
- Business to Business Marketing
- Marketing Metrics
- Marketing Strategy
- E-Marketing
- Customer Relationship Management
- Social Marketing
- Marketing Strategy Project
- Marketing Seminar
PRIZES

- A series of prizes are available to the top performing students in MKTG101 for academic excellence in the unit. The prizes are titled the “John Wiley & Sons Excellence in Marketing Fundamentals”. The prizes consist of 1st: $500+book voucher, 2nd: $300+book voucher, 3rd: $200+book voucher, then 7 book vouchers for the remaining top ten runners up.
- [http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

2.0 TEACHING STAFF

- Unit Convenor:
  - Dr. David Gray
  - Department of Marketing and Management, Faculty of Business & Economics, Room 628, Level 6, Building E4A
  - Email: david.gray@mq.edu.au (preferred contact)

Dr. David Gray holds B.Com (Hons) and M.Com (Hon) degrees from the University of New South Wales and a Doctor of Philosophy in Marketing from the University of New South Wales in Sydney. Dr Gray is a Senior Lecturer in Marketing in the Department Marketing and Management at Macquarie University. He has published in international journals and conferences. David has joint publications in the Journal of Advertising Research, Journal of Nonprofit & Public Sector Marketing, The Journal of Applied Business Research, International Journal of Business and Management, Australasian Marketing Journal, The Marketing Review, and the International Journal of Learning and Change. Prior to his academic career, David worked extensively in business in the marketing and management consulting industries.

- Lecturers
  - Dr David Gray  Email: david.gray@mq.edu.au
  - Mrs Sonal Singh  Email: Sonal.Singh@mq.edu.au
  - Mr Greg Smith  Email: greg@tpmg.com.au
  - Mr Brenton Price  Email: brenton.price@mq.edu.au

- Tutors
  - Dr David Gray  Email: david.gray@mq.edu.au
  - Ms Lucy Miller  Email: lucy.miller@mq.edu.au
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  - Mr Lawrence Potter  Email: LawrenceP@incitemg.com.au
  - Mr Duncan Moore  Email: duncan.james.moore@gmail.com
3.0 Classes

3.1 Course Structure (See Appendix A)

This course will be conducted in a weekly two hour lecture and weekly one hour tutorial format. Students will form into groups during the tutorials in Teaching Week 2 commencing the 5th March 2012. The weekly course structure is outlined in Appendix A

- 1 x 2 hour lecture plus a
- 1 x 1 hour tutorial

Students are expected to attend and participate in all tutorials during the semester. Attendance and participation in tutorials will contribute to 10% of the course assessment for this Unit. Three or more missed tutorials will result in students obtaining a 0% mark for attendance and participation during the semester.

3.2 Tutorial/ Group Sessions (See Appendix B)

Tutorials/ group sessions in this course are conducted each week commencing in Teaching Week 2 the 5th March 2012. Class sizes are limited. Times for these sessions are available through the timetable link for the University: http://www.timetables.mq.edu.au/

You must sign on for your preferred session electronically. Should you experience problems, please contact the MKTG101 Teaching Assistant in Week 1 commencing the 27th February 2012. You will find the Teaching Assistants contact details on the home page of the MKTG101 iLearn website. Once you are included in a tutorial, you MUST attend that tutorial and group only each week. Changes will be permitted only in exceptional circumstances, and only after discussion with teaching staff. Changes must be formalized via the E-Student enrolment site. It is the staffs’ expectation that tutorials in this course will be conducted in a professional and conscientious manner.

3.3 Consultation

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.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on iLearn and are available next to the phones).
Teaching staff are there to assist you. Staff members have set consultation times during which you may see them without making an appointment. All Lecturers on this unit are available for consultation. Please email them directly to confirm their face to face consultation times. Alternatively, they may respond to your queries via email. Please remember that your Tutors as well as the Teaching Assistant for the unit, are your first port of call for all queries. All tutors are available for consultation via email. If you have questions or points that require clarification leave a message with your tutor via email. Your tutor is your primary point of contact.

An online forum is also available via the iLearn site for this Unit. You may use this site to seek assistance from your peers or from your teachers by posting a message in the relevant discussion forum. There are five forums for discussion in which you may post questions. These include:

1. General Administration Discussion
2. Student-to-Student Discussion
3. Essay Discussion
4. Case Study Discussion
5. Exam Discussion

All important messages and announcements will be posted on the iLearn site regularly by staff and you must take the time to read these each week.

The iLearn site is a public forum that everyone in the unit is able to access and read. The site can be found at the following link: http://learn.mq.edu.au

### 3.4 Administration

All content related questions and specific questions regarding the administration of this course should be directed to your tutor.

### 4.0 REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

#### 4.1 Required Textbook

The textbook to accompany this unit is:


You can this book from the Co-Op Bookshop on campus at a cheaper rate. The options are below:

Textbook +IStudy ISBN 9780730303411
Ebook + IStudy ISBN 9780730303404

And Ebook only through [www.johnwiley.com](http://www.johnwiley.com) ISBN 9781742467245
Please note that the Elliott textbook is a 2nd edition released in 2011 and considerable changes have been made to the case studies and the text as compare to the previous edition. Therefore old or second hand versions of previous textbooks for the MKTG101 unit will not be sufficient.

4.2 Highly Recommended Reading

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

Writing Skills

The major assessment for this unit revolves around writing an essay about a specific topic in marketing. This essay allows students to develop their research and writing skills.

With regard to the development of writing skills students are advised to read the following resources available in the library in the reserve section. There are ten copies of each available for loan. If you wish to own your own copy, you are also welcome to purchase a copy from the Co-Op Bookshop on campus. These resources will be of great use to you throughout your studies, not just in MKTG101.

Burton, L. 2010. An Interactive Approach to Writing Essays and Research Reports in Psychology, John Wiley & Sons, Australia


These are three excellent sources of information which cover topics such as; writing style, critical thinking, essay writing, referencing, academic reading, structure, and plagiarism.

Researching Skills - Journals

In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:
- Journal of Marketing
- Journal of Consumer Research
- International Journal of Research in Marketing
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Journal of Services Research
- Australian Business Monthly
- Business Review Weekly
You can access these resources through the Library home page. Under ‘research’ select search for ‘journals’ and type the name of the journal.

**4.3 Recommended Research Databases**

You should also familiarize yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:
- Ebscohost:
  - Academic Search Elite
  - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Business Monitor online
- Factiva
- Merchant online
- Google Scholar (only when logged in via the Macquarie University website)
- *Ulrich International Periodicals* (for peer-reviewed journal checking)

**5.0 UNIT WEB PAGE**

Please note the unit’s logon Blackboard address is: [http://learn.mq.edu.au](http://learn.mq.edu.au)

To log on, you must first obtain a log on password from IT services or the library then click through to Marketing Fundamentals, MKTG101. Please refer to the iLearn site for Class ID and Class password details as well as for instructions on how to create your Turnitin account. iLearn is the most effective way to get in contact with tutors and students of the unit in order to find answers to your questions. Please check this site each week for lecture slides. These will be made available for downloading and printing on a week by week basis. In addition, important announcements and documents will be posted on the site on a regular basis. It is each student’s responsibility to regularly check Blackboard. It is strongly recommended that you do so at least once per week throughout the semester.

**6.0 LEARNING OUTCOMES & GRADUATE CAPABILITIES**

**6.1 Learning Outcomes**

After successfully completing this course you should be able to:
1. Assess the marketing environment and understand its impact upon key theoretic marketing principles including product, pricing, place and promotion.
2. Apply marketing techniques and theories to develop creative solutions to marketing problems.
3. Use oral skills to educate and engage a target audience about marketing.
4. Participate as an effective and involved member of a small group.
5. Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument.
6. Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

6.2 Graduate Capabilities – Critical, Analytical and Integrative Thinking

Macquarie Universities 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 MKTG101 Marketing Fundamentals unit has been designed to develop your skills within the specific graduate capability area of critical, analytical and integrative thinking.

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

a) Discipline Specific Knowledge & Skills
b) To be able to reason, question and analyse information
c) To be able to integrate and synthesise learning and knowledge from a range of sources and environments
d) To be able to critique constraints, assumptions, and limitations
e) To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general

The graduate capability concerning critical, analytical and integrative thinking will therefore be developed throughout the MKTG101 Marketing Fundamentals unit through both the unit’s content and through its assessment.

7.0 Teaching and Learning Strategy

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and tutorials and to contribute to the discussions that are encouraged in tutorials. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the marketing principles discussed in lectures and tutorials.

Please refer to the schedule of learning activities by teaching week. This schedule outlines the key content to be discussed in each weeks lectures and tutorials. It additionally outlines the required weekly reading schedule for the Unit.
8.0 STUDENT WORKLOAD GUIDELINES

According to Academic Senate Guidelines, student workload should be three hours per credit point per week, including the two week semester break. This means a three credit point unit should have a student work load of 135 hours. Students vary in their study patterns but as a guide, this unit’s intended approximate workload is:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
<th>Per Semester</th>
<th>Semester Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>2hrs</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>Tutorials</td>
<td>1hr</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Class test</td>
<td>10</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Readings and tute preparation</td>
<td>2.5 hrs</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>Case Study presentation</td>
<td>10 hrs</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Essay</td>
<td>30 hrs</td>
<td>1</td>
<td>30</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30 hrs</td>
<td>1</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
<td></td>
<td></td>
<td><strong>138</strong></td>
</tr>
</tbody>
</table>

9.0 RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

9.1 Assessment Summary

A summary of the assessment for this Unit is provided in the table below. Please see section 9.2 onwards for details of each assessment task.

9.2 Class Test 10% - Early Warning Test

A one hour multiple choice class test of 50 questions will be administered **DURING the lecture in Week 5** of the Unit. Please note: There will be a number of test versions. All test versions are different therefore students will not be disadvantaged in any way across the lecture streams. The Test is marked electronically and grades will be available via iLearn two weeks following the test date.

The class test will examine your knowledge of material covered in weeks 1-4 of the textbook and the corresponding lectures only. It will not test the video cases.

**Student ID cards will be checked and you will only be allowed to sit the test in the lecture you are officially enrolled in.**

Students may only sit for the test once. Failure to sit for the class test will result in a zero grade. Students will only be given special consideration for non-attendance during the test under exceptional circumstances. Students who score poorly in this test are advised to speak to their tutors about any weaknesses in the knowledge of the course material.
### MKTG101 Assessment Summary Semester 1, 2012

<table>
<thead>
<tr>
<th>Title/Name</th>
<th>Assessment Task 1</th>
<th>Assessment Task 2</th>
<th>Assessment Task 3</th>
<th>Assessment Task 4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description (including length or similar as applicable)</strong></td>
<td>50 Multiple Choice Questions based on Lecture topics 1–4 See &quot;Assessment Guide&quot;</td>
<td>Individual 2000 word report</td>
<td>a) What's in the media presentation: 2-3 minute presentation See Assessment Guide B (5%)</td>
<td>3 Hour Exam based on all lecture topics 1 – 13; Multiple Choice &amp; Essay Questions</td>
<td></td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Week 5</td>
<td>Friday 25th May (Wk11)</td>
<td>Weeks 5-12</td>
<td>Exam Period</td>
<td></td>
</tr>
<tr>
<td><strong>% Weighting</strong></td>
<td>10%</td>
<td>25%</td>
<td>30%</td>
<td>35%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Grading method</strong></td>
<td>This is an early warning class test to enable you to assess your progress</td>
<td>The essay will be assessed against stated criteria. See &quot;Assessment Guide A on iLearn&quot;</td>
<td>Presentations will be assessed against stated criteria. See &quot;Assessment Guide B and C on iLearn&quot;</td>
<td>Essays will be assessed against stated criteria. See &quot;Assessment Guide C on iLearn&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>Submission method</strong></td>
<td>Completed in lecture</td>
<td>Submitted on iLearn via 'Turnitin' on due date</td>
<td>In Tutorial</td>
<td>Sit for exam during examination period</td>
<td></td>
</tr>
<tr>
<td><strong>Feedback (type, method, date)</strong></td>
<td>Results posted on iLearn</td>
<td>Verbal and written feedback</td>
<td>In class at the end of presentation. Final mark once all presentations complete</td>
<td>Results released by university after exam</td>
<td></td>
</tr>
<tr>
<td><strong>Estimated student workload (hours)</strong></td>
<td>10 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>100 hours</td>
</tr>
<tr>
<td><strong>Learning outcomes assessed (max 6)</strong></td>
<td>1 Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 n/a</td>
<td>n/a</td>
<td>Yes</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 n/a</td>
<td>n/a</td>
<td>Yes</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 n/a</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 n/a</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td><strong>Graduate capabilities assessed (max 4)</strong></td>
<td>1 Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 n/a</td>
<td>Yes</td>
<td>Yes</td>
<td>n/a</td>
<td></td>
</tr>
</tbody>
</table>
9.3 Essay - Individual Marketing Plan (25%)

All students are expected to individually complete a Marketing Plan for their chosen product/service (25% of the final marks). Due date is Week 11 by Friday, 25th (Week 11) May, 5pm deadline Word Limit 2000 (+/- 5%).

Scenario: You are the marketing manager for a company [of your choice – e.g. retailer, service organisation, manufacturer, non-profit organisation, etc.] that has decided to introduce a well-known overseas product or service to Australia that is new to your organisation. Your job is to write a 3-5 year marketing plan for the product/service to convince senior management to invest the necessary funds required to successfully implement the plan.

Note: Each student must prepare a 1 page Marketing Plan Progress Report to be handed in during the tutorial in Week 8.

Plagiarism Detection Software Use in Unit

It is the University’s task to encourage ethical scholarship and to inform students and staff about the institutional standards of academic behaviour expected of them in learning, teaching and research. Students have a responsibility to maintain the highest standards of academic integrity in their work. Students must ensure they do not plagiarise. Plagiarism and the consequences of plagiarizing are discussed in section 10. In order to detect evidence of plagiarism in students’ work, this Unit utilizes the plagiarism detection software Turnitin. You must upload a soft copy of your Marketing Plan to the appropriate section of Turnitin (through iLearn: http://learn.mq.edu.au), In order to familiarise you with Turnitin, we will undertake a practice run in week 4.

PLEASE NOTE: TURNITIN cross checks your essay against: websites, journal articles, books, and other student papers worldwide. Do not fall in to the trap of believing that you will get away with plagiarizing other authors work.

For details see the “Assessment Guide” available on iLearn.

9.4 Case Study and Class Participation

a) What’s in the Media presentation (5%) – Individual Assessment

In the first tutorial students will be assigned a week when they are asked to bring to class an article or topic that has been discussed in the media (radio, TV, newspaper, magazine, internet) in the last week or so that relates to marketing, preferably related to the topics being covered in that week’s lecture. The issues need not relate to the Australian market. All business these days involves international dimensions and students come from many different nations and cultural backgrounds. So you are encouraged to draw on your own background to identify relevant issues and problems, so long as they can be related to the study and practice of marketing strategy.
Each student is required to present orally a brief summary (2-3 minutes) and to show how it relates to the material covered in the course. For example it may illustrate a particular marketing problem facing firms, the way in which one or more aspects of marketing strategy are developing in a particular industry, the way consumer demand is changing and what it means for business, etc. It is up to you to show its relevance.

**For details see the “Assessment Guide B” available on iLearn**

**b) Case Study Presentation – Group Assessment (20%)**

Students will be placed into groups of approximately 3-4 in Teaching Week 2 commencing the 5th March 2012. Each group will be assigned a case study from the textbook and present the answers to the case questions assigned during an allocated tutorial.

Each group will make an oral presentation which must be justified and supported by additional research from outside of the textbook. This may include journal article research as well as industry research (the Global Market Information Database/Merchant Online and Factiva are useful in this latter regard). The discussion must not exceed 20 minutes.

Aside from analysis of the case material, students are expected to actively engage with their class audience in order to generate meaningful class discussion and active class debate. A significant proportion of the grade assigned for this presentation task will relate to students’ ability to comprehensively analyse and present the case material as well as to include class members in their discussion and debate. Students may utilize question and answer time, class activities, games, split class debates etc which are designed to educate and involve the audience in the case material.

Each member of the group must be actively and equally involved in the preparation and presentation of the case. In order to deliver a quality presentation with group members keeping within their time limit, it is essential that you rehearse several times before the day of your presentation. Group led discussions will be presented according to the presentation schedule contained in Appendix B (tutorial schedule). Group participation will also be subject to peer review. Each group will complete and turn in an evaluation of the group member. This evaluation will indicate the percentage of contribution of group members to the group’s over-all performance.

**For details see the “Assessment Guide” available on iLearn**

See also Peer Review “Assessment Guide” on iLearn”

**c) Participation Homework (5%)**

You are expected to attend and participate actively in all of your tutorials throughout semester. This includes:

- Attendance at tutorials
- Reading the weekly assigned case study. You are also required to actively and informally participate in debating the group led discussions each week
with the presenting group (see Appendix B for reference to the set questions for presenting group).

- **Weekly homework participation** – Write-up a maximum of a typed 2 page summary (single space – use 12point times roman font) to answer the case questions **in advance** of your tutorial in readiness for tutorial discussion when **randomly** called upon by the tutor. Your tutor will also collect these for review.

The assessment criteria for the homework will be based on the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>How well it is linked to issues discussed in the course</td>
<td>10</td>
</tr>
<tr>
<td>Well organized and presented (visuals, timing, structure, etc)</td>
<td>8</td>
</tr>
<tr>
<td>Expression (spelling, syntax, grammar)</td>
<td>6</td>
</tr>
<tr>
<td>Significance and educational value of issues illustrated</td>
<td>4</td>
</tr>
</tbody>
</table>

This will facilitate your learning and prepare you for the final exam.

A maximum attendance mark of 5% will be allocated if ten out of twelve tutorials are attended and completion of the weekly homework. Students will be randomly selected by the tutor during question time within tutorials to provide answers to the applied questions or to the group led discussion for that week.

The following chart shows the allocation of marks for attendance, and participation in class including completion of homework during the semester:

<table>
<thead>
<tr>
<th>Attendance at a minimum of 10 out of 12 tutorials</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 = 3 or more missed tutorials without Doctors certificate</td>
<td></td>
</tr>
<tr>
<td>2 = missed 1 or 2 tutorials and didn't participate actively</td>
<td></td>
</tr>
<tr>
<td>4 = missed 1 or 0 tutorials and didn't participate actively</td>
<td></td>
</tr>
<tr>
<td>6 = missed 1 or 0 tutorials, minimal participation</td>
<td></td>
</tr>
<tr>
<td>8 = missed 1 or 0 tutorials, good participation</td>
<td></td>
</tr>
<tr>
<td>10 = missed 1 or 0 tutorials, excellent participation</td>
<td></td>
</tr>
</tbody>
</table>

Participation includes completion of the weekly homework

NB. 3 or more missed tutorials without medical certification results in a 0% grade

**NB. ‘Participation’ means verbal participation in class (opinions, debate, and commentary) as well as written completion of the homework case questions.**

### 10.0 Final Examination

A final examination is included as an assessment task for this unit to provide assurance that:

i) the product belongs to the student and
ii) the student has attained the knowledge and skills tested in the exam.
A 3 hour final examination for this unit will be held during the University Examination period. 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

This examination is worth 35% of your course assessment. The final examination will consist of three parts: (1) 30 multiple-choice questions; (2) 4 short-answer questions; and (3) one essay.

The weighting of your final exam is as follows:

<table>
<thead>
<tr>
<th>1 Essay</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Multiple Choice Questions</td>
<td>30%</td>
</tr>
<tr>
<td>4 Short Answer Questions</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Worth 35% of your total assessment</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The exam will cover all Chapters from the textbook outlined in the Learning activities schedule as well as all material discussed during lectures and tutorials. It is the students' responsibility to read the relevant textbook chapters and attend all case study presentations as part of the overall course requirements. The short answer section of the exam and the essay section will ask you to discuss specific marketing theory from the unit and to also use an example to support your answer. The example may be drawn from the major case videos shown during the lectures, from the major cases drawn from the Elliott text, or from your personal experience. The video cases and cases from the Elliott text are therefore considered examinable material.

The University Examination period commences 12th June 2012.
11.0 Plagiarism

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.mq.edu.au/policy/docs/academic_honesty/policy.html

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

12.0 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.

13.0 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

14.0 Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
P - Pass  
F - Fail  
Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:  

15.0 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.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/grade_appeals

16.0 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

17.0 IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.
APPENDIX A

Learning Activities Schedule – Lecture Schedule

All scheduled video cases are examinable & will only be shown once during the scheduled lecture.

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Commencing</th>
<th>Lecture Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27 Feb</td>
<td>Introduction to Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>5 March</td>
<td>Librarian presentation: Database Research Marketing Environment &amp; Marketing Analysis</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>12 March</td>
<td>Market Research</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>19 March</td>
<td>Consumer Behaviour</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>5</td>
<td>26 March</td>
<td>CLASS TEST (During Lecture)</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>6</td>
<td>2 April</td>
<td>Business Buying Behaviour</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>7</td>
<td>23 April</td>
<td>Markets: Segmentation, Targeting and Positioning</td>
<td>Chapter 6</td>
</tr>
</tbody>
</table>

**Mid Semester Break 9 April- 20 April**

| 8    | 30 April        | Building Your Product | Chapter 7 |
| 9    | 7 May           | Pricing Your Product | Chapter 8 |
| 10   | 14 May          | Promotional Initiatives | Chapter 9 |
| 11   | 21 May          | Place (Distribution) | Chapter 10 |
| 12   | 28 May          | Services Marketing | Chapter 11 Unit and Lecturer Evaluations |
| 13   | 4 June          | E-Marketing Exam Review & Tips | Chapter 12 |
# APPENDIX B
## Learning Activities Schedule – Tutorial Schedule

<table>
<thead>
<tr>
<th>Wk</th>
<th>Wk Begin</th>
<th>Lecture Topic</th>
<th>Tutorial Activities/ Homework (see note below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27 Feb</td>
<td>Introduction to Marketing</td>
<td>No tutorial</td>
</tr>
<tr>
<td>2</td>
<td>5 Mar</td>
<td>Librarian presentation: Database Research Marketing Environment &amp; Marketing Analysis</td>
<td>Introduction Form Groups Allocate case studies</td>
</tr>
</tbody>
</table>
| 3  | 12 Mar   | Market Research | a) Discussion of paraphrasing, referencing, and Turnitin.  
b) Activity - Prepare What's in the Media presentation and submit to Turnitin  
c) Essay - Marketing plan topic proposal (i.e. company and product/service) must be submitted in week 3 tutorial. |
| 4  | 19 Mar   | Consumer Behaviour | a) Turnitin results from what's in the media  
b) Essay - Marketing plan report structure  
c) What's in the media class presentation |
| 5  | 26 Mar   | Business Buying Behaviour | a) Group 1 Case Presentation “Youngcare and the donation landscape” p69 Elliott Chapter 2  
b) What's in the Media class presentation |
| 6  | 2 April  | Markets: Segmentation, Targeting and Positioning | a) Group 2 Case Presentation “Time for a holiday”, p142 Elliott Chapter 4  
b) What's in the Media class presentation |

### Mid Semester Break 9 April- 20 April

| 7  | 23 Apr  | Building Your Product | a) Group 3 Case Presentation “Online social intrusion (or target marketing)”, p209 Elliott Chapter 6.  
b) What's in the media class presentation |
| 8  | 30 Apr  | Pricing Your Product Group Essay Workshop | a) Individual Marketing Plan Essay Consultations and 1 page Marketing Plan Progress Report due  
b) What's in the Media class presentation |
| 9  | 7 May   | Promotion | a) Group 4 Case Presentation “Apple iPad” p248 Elliott Chapter 7. |
| 10 | 14 May  | Place (Distribution) | a) Group 5 Case Presentation “Foodbank”, p381 Elliott Chap 10 |
| 11 | 21 May  | Services Marketing | a) Group 6 Case Presentation “Four is a crowd, p415 Elliott Chap 11.  
b) 2000 word Marketing Plan Submission May 25 (5pm deadline). |
b) What's in the Media class presentation |
| 13 | 4 Jun   | Exam preparation | a) Revision &  
b) Tutor Evaluation |

**Note: All students must individually submit their 2 page Case Homework Summaries each week from weeks 5-12.**