MKTG2004
Marketing
Semester 2, 2014

The course introduces the principles and practice of marketing. Topics include the role of marketing and its organisational context; the marketing environment; market segmentation and target markets; marketing information, research and analysis; industry analysis, marketing planning and competitive strategies; buyer behaviour in the consumer and business organisations, and decision making under conditions of high uncertainty and ambiguity.

<table>
<thead>
<tr>
<th>Mode of Delivery</th>
<th>On Campus seminar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prerequisites</td>
<td>Nil</td>
</tr>
<tr>
<td>Incompatible Courses</td>
<td>None</td>
</tr>
<tr>
<td>Course Convenor/Lecturer:</td>
<td>Andrew Hughes</td>
</tr>
<tr>
<td>Phone:</td>
<td>6125 4872</td>
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<td>Email:</td>
<td><a href="mailto:andrew.hughes@anu.edu.au">andrew.hughes@anu.edu.au</a></td>
</tr>
<tr>
<td>Office hours for student consultation:</td>
<td>Booking via <a href="http://www.meetme.so/andrewhughes">http://www.meetme.so/andrewhughes</a></td>
</tr>
<tr>
<td>Student administrator/s</td>
<td>RSM Student Office (Monday to Friday 9am to 5pm)</td>
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COURSE OVERVIEW

Learning Outcomes

Upon successful completion of the requirements for this course, students will be able to:

- Define, explain and illustrate marketing concepts, including the marketing mix, and their application to profit oriented and non-profit organisations;
- Explain and illustrate how marketing is integrated with other functional areas of business;
- Explain and illustrate the need for a marketing orientation in the competitive global business environment;
- Successfully design and plan the implementation of marketing plans and strategies;
- Critically evaluate case studies, identifying and analysing problems and then making recommendations for practical implementation;
- Apply marketing concepts, illustrating the importance of major marketing decisions; and
- Communicate effectively, individually and in teams, in oral presentation and written forms using the concepts and terminology of the marketing discipline.

Proposed Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Essay</td>
<td>20%</td>
<td>Sept 26, 23:55</td>
</tr>
<tr>
<td>2. Mid Semester Exam (2 hours)</td>
<td>40%</td>
<td>Week 7</td>
</tr>
<tr>
<td>3. Marketing Mix Project</td>
<td>40%</td>
<td>Nov 2, 23:55</td>
</tr>
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Research-Led Teaching
The educational philosophy of ANU is that students are part of a community of scholars. An ANU education will engage students and stretch them intellectually, encouraging them to question the norms – to ask “why” not only “how” and to discover through their own research.

**Feedback**

**Staff Feedback**

Students will be given feedback in the following forms in this course:

- written comments
- verbal comments,
- feedback to the whole class, to groups, to individuals

**Student Feedback**

ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

http://unistats.anu.edu.au/surveys/selt/students/ and
http://unistats.anu.edu.au/surveys/selt/results/learning/

**Policies**

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:

- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning
# COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week/Session</th>
<th>Summary of Activities</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>1</td>
<td>1. Welcome to the World of Marketing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2. Strategic Market Planning</td>
<td></td>
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<tr>
<td>3</td>
<td>3. Marketing Environment</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4. Marketing Research</td>
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</tbody>
</table>
| 5            | 5. Consumer Behaviour  
| 6            | 7. Sharpening the Focus                                                                |                                 |
| 7            | **Mid Semester Exam**  
Mid Semester Exam                                                                 |                                 |
|              | Semester Break 1                                                                       |                                 |
|              | Semester Break 2                                                                       |                                 |
| 8            | 8. Creating and Managing Products                                                      | Essay                           |
| 9            | 9. Services and Other Intangibles                                                      |                                 |
| 10           | 10. Pricing the Product                                                                |                                 |
| 11           | 11. Advertising, Consumer Sales Promotion and Public Relations  
12. Trade Promotion, Data-driven Marketing and Personal Selling |                                 |
| 12           | 13. Online Marketing Communication and New Media  
14. Delivering Value through Supply Chains and Logistics                               |                                 |
| 13           | Marketing Assignment Workshop                                                         | Marketing Mix Paper             |
|              | Examination period                                                                    |                                 |
ASSESSMENT REQUIREMENTS

Assessment Tasks

Assessment Task 1: Essay
Details of task: A short essay to be used to provide assessable feedback in preparation for your examination. The nature of the assessment will mirror the expectations of the exam, and details will be provided during Semester.

Word limit: 1500 words
Value: 20%
Individual Assessment: Yes

Assessment Task 2: Marketing Plan or Project

Details of task: Students are asked to deliver an individual or group project which outlines how they will apply the marketing mix concepts, framework and practical elements towards the marketing of a product with specific attention to the marketing strategy and segment, and the four elements of the marketing mix.

Further details of what products will be examined will be made available on Wattle during the semester.

Students may form into groups of between 1 and 4 people for this project

Further details of the project will be available on the Wattle LMS.

Word limit: 4000 words
Value: 40%
Individual or Group Task

Examination(s)

A 2 hour mid semester exam will be scheduled for Week 7. This exam will cover the first six weeks of content from the semester. Further details of the exam will be available on the Wattle LMS.

Assignment submission

Online Submission: Assignments are submitted using the course Wattle site. Please keep a copy of the assignment for your records.

Identify your Assignment with your Student Number only

When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.
Turnitin:

The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University’s approach to managing Academic Integrity. While the use of Turnitin will not be mandatory, the ANU highly recommends Turnitin is used by both teaching staff and students.

For additional information regarding Turnitin please visit the ANU Online website (http://online.anu.edu.au/turnitin)

Late submission of Assignments

If an assignment is submitted after the due date it will not be marked unless an application for Special Consideration is approved. An application for Special Consideration must:

- where relevant include a medical report completed by a medical practitioner (an ordinary "medical certificate" is not sufficient);
- include a copy of as much of the assignment as has been completed by the due time and date; and
- be submitted as soon as practicable, preferably before or on the due date.

In general, a successful application for Special Consideration will result in the marking of the work completed at the due date with some upward adjustment of the mark, rather than an extension of time. However, in extenuating circumstances, supported by appropriate documentation, an extension may be granted.

Note that decisions about Special Consideration are not made by the teaching staff for this course.

Returning assignments

Assessment will be returned via the Wattle LMS

Resubmission of assignments

No resubmission

Referencing requirements

Referencing is mandatory.

Any citation/reference style is fine as along as you’re consistent throughout the assignment. Please check that if you’re using EndNote, that the EndNote citations behaved properly during the writing process.

The written assessments are research based papers which requires the use of references, citations, arguments and supporting evidence from theory. There are
hundreds of articles available for download from the library databases on various aspects of marketing. Theory is available in abundance. Not using references is a conscious choice, and will be rewarded with a low grade. Use of theory will be rewarded with higher grades. This is your incentive scheme.

**Examination material or equipment**

Details of the mid-semester exam will be made available on Wattle.

**Workload**

Students taking this course are expected to commit at least 10 hours a week to completing the work. This will include 3 hours per week in class and at least 7 hours a week on average (including non-teaching weeks) on course reading, research, writing and assignment work.

**Prescribed Texts and Reference Materials**

Information about prescribed texts should match the information on the study@ site for the course.

Students are expected to own and use the textbook.

*Marketing: Real People, Real Choices, 3rd Edition.*

**Older editions of the textbook will not be suitable for this course.**

**Support for Students**

The University offers a number of support services for students. Information on these is available online from [http://students.anu.edu.au/studentlife/](http://students.anu.edu.au/studentlife/)