

School of Marketing

MARK1012 MARKETING FUNDAMENTALS

Course Outline Semester 2, 2017

Course-Specific Information

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the School's Course Outlines Policies webpage which contains key information on:

- Program Learning Goals and Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Student Support and Resources

This webpage can be found on the Business School website:

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

Table of Contents

<u>COURSE-SPECIFIC INFORMATION</u>	<u>1</u>
<u>1 STAFF CONTACT DETAILS</u>	<u>1</u>
<u>2 COURSE DETAILS</u>	<u>1</u>
2.1 Teaching Times and Locations	1
2.2 Units of Credit	1
2.3 Summary of Course	1
2.4 Course Aims and Relationship to Other Courses	2
2.5 Student Learning Outcomes	2
<u>3 LEARNING AND TEACHING ACTIVITIES</u>	<u>4</u>
3.1 Approach to Learning and Teaching in the Course	4
3.2 Learning Activities and Teaching Strategies	4
<u>4 ASSESSMENT</u>	<u>5</u>
4.1 Formal Requirements	5
4.2 Assessment Details	5
4.3 Assessment Format	8
4.4 Assignment Submission Procedure	8
4.5 Special Consideration, Late Submission and Penalties	9
<u>5 COURSE RESOURCES</u>	<u>9</u>
<u>6 COURSE EVALUATION AND DEVELOPMENT</u>	<u>9</u>
<u>7 COURSE SCHEDULE</u>	<u>9</u>

COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Associate Professor Tania Bucic

Room: Quad3031

Phone No: 938 53315

Email: t.bucic@unsw.edu.au; mark1012@unsw.edu.au

Consultation Times – Tuesdays 4-5pm (or by appointment)

Head Tutor: Ms Aura Garcia Mendez

Email: aura.garciamendez@unsw.edu.au; mark1012@unsw.edu.au

Tutors:

Syeda Afza syeda.afza@unsw.edu.au

Angela Zembis a.zembis@unsw.edu.au

Yasmina Pinto y.pinto@unsw.edu.au

Vicki Andonopoulos v.andonopoulos@unsw.edu.au

Phillip Armstrong phil.armstrong@unsw.edu.au

Luke Griffiths l.griffiths@unsw.edu.au

James Plummer james.plummer@unsw.edu.au

Peter Wong

Tutorial details: A full list of tutorials is posted on the Moodle Course Website.

If you have questions, please see your tutor in the first instance. If your query is unresolved please email: mark1012@unsw.edu.au

Please note, only emails from UNSW email addresses will be opened.

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1(to Week 12): The Time and Location are:

Tuesday 10am-12pm, Burrows Theatre

Tuesday 2pm- 4pm, CLB7

Tutorials start in Week 2 (to Week 13). A full list of tutorials, times and tutors will be on the Course Website.

Students MUST enrol in one of the available tutorials for this course via myUNSW.edu.au. Students are permitted to attend ONLY the tutorial in which they are formally enrolled. Switching between tutorials is not permitted.

2.2 Units of Credit

The course is worth 6 units of credit.

2.3 Summary of Course

In today's business world, marketing is viewed as central to creating and delivering value both to the organisation and to the customer. It impacts all aspects of a business

organisation, shaping and directing corporate through to marketing strategy. Many companies acknowledge that their growth and survival depends on putting the customer at the centre of their planning. Thus, an understanding of marketing is essential for any business student.

This course introduces the student to the major concepts and theories, reflecting the breadth and diversity of marketing. It provides insights into where marketing fits within an organisation, its contributions to business in general, describes frameworks supporting marketing activities, and helps with challenges in the ever changing market place. It discusses the application of this understanding to consumer goods, as well as service, business-to-business, industrial and non-profit organizations, and to the growing area of e-commerce. Topics include: marketing processes and planning, the use of market research, an understanding of consumers and customers, decision-making and the marketing mix, market segmentation, positioning and product differentiation, the changing global environment.

2.4 Course Aims and Relationship to Other Courses

The course combines theory and practice of marketing with the aim of explaining the role of the marketing function in modern organisations and in society. It utilises a value based approach that is essential in practice and to solve real life business problems.

The course provides an essential foundation for further study across the broad spectrum of topics covered in marketing. Infact, Mark1012 is the first course that you must enrol in if you intend to graduate with a 'Marketing Major'. MARK1012 is a prerequisite for all advanced marketing courses. The knowledge and skills developed here are fundamental to many other courses such as Consumer Behaviour (MARK2051); Marketing Research (MARK2052); Customer Centric Innovation (MARK 2085); Marketing Communications and Promotions Management (MARK 2053); Marketing Analytics and Big Data (MARK 3054); Services Marketing and Management (MARK2055); International Marketing (MARK2071); Distribution Strategy and Retail Channels (MARK 3081); Digital Marketing and Web Analytics (MARK 3085), and Strategic Marketing Management (MARK 3082).

2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

By the end of this course, you should be able to:

1. Describe core marketing concepts
2. Understand the notion of value creation, value delivery and value capture
3. Make marketing-based decisions

For more information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate postgraduate coursework [delete one] students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	Describe core marketing concepts; Understand the notion of value creation, value delivery and value capture; Make marketing-based decisions <i>Not specifically assessed in this course</i>	<ul style="list-style-type: none"> • Tutorial case study leadership • Tutorial participation • Quizzes • 12hour report
2	Critical thinking and problem solving	Apply marketing frameworks to interpret real world problems, identify opportunities and make decisions <i>Not specifically assessed in this course</i>	<ul style="list-style-type: none"> • Tutorial case study leadership • Tutorial participation • Quizzes • 12hour report
3a	Written communication	Construct written work which is logically and professionally presented. <i>Not specifically assessed in this course</i>	<ul style="list-style-type: none"> • 12hour report
3b	Oral communication	Communicate ideas in a succinct and clear manner. <i>* Specifically assessed in this course</i>	<ul style="list-style-type: none"> • Tutorial case study leadership • Tutorial case study participation
4	Teamwork	Using the preset groups, work collaboratively to study, develop the case leadership agenda and present the allocated case study. <i>Not specifically assessed in this course</i>	<ul style="list-style-type: none"> • Tutorial case study leadership • Tutorial participation
5a.	Ethical, social and environmental responsibility	Ethical and sustainability responsibility issues related to marketing. <i>Not specifically assessed in this course</i>	<ul style="list-style-type: none"> • Tutorial case study leadership • Tutorial case study participation
5b.	Social and cultural awareness	Social and cultural issues related to marketing <i>Not specifically assessed in this course</i>	<ul style="list-style-type: none"> • Tutorial case study leadership • Tutorial case study participation

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

MARK1012 is a “hands on” course. The delivery of this course follows the format of a weekly 2 hour lecture and a weekly 1 hour tutorial. The in-class contact hours are supplemented by material made available via the course website on Moodle – that students are expected to consume prior to attending the weekly face to face classes.

The face-to-face classes comprise a combination of class discussions, case discussions, class exercises, and guest visits. The assigned cases and reading materials focus in-class discussions and provide theoretical grounding for application of new concepts. Marketing problems, in the form of cases, are assigned to enable students to apply knowledge and use critical thinking to make decisions. The pre-assigned study groups are a major support structure for this course and should be convened on a regular weekly basis. In addition, independent study is vital and is guided by the *McGraw Hill* suite of products complementing the text book and available to you via Moodle. Successful completion of MARK1012 requires about 10 hours per week of study time.

In this course, there are dual responsibilities: Staff are responsible for providing a learning direction (project opportunity and access, theoretical information and assessment); Students are responsible for reading recommended materials prior to weekly meetings, making intelligent contributions to discussions, clarifying ambiguities, demonstrating willingness to learn and to undertake activities that are important for learning. Students must complete set tasks and be active participants in MARK1012 and must show initiative by being proactive in their own learning.

3.2 Learning Activities and Teaching Strategies

This course applies an active learning pedagogy – that is, learning is student-centred and reliant on active motivational and cognitive engagement. This means that students must present to class with a positive attitude and willingness to learn. Essentials for noting that are specific to this course are listed below:

Students will be requested to complete a survey (via Moodle link) in **Week 1** for the purpose of being allocated into work groups in tutorials (no more than 3 students per group). If students do not complete the survey by the requested date, they will be manually allocated into groups or may be required to complete the assessments individually. These groups will be useful for group study, case preparation and presentation, and preparation for the final assignment. Group composition cannot be changed.

There is a prescribed text book for this course (also available as an ebook and SmartBook) as well as digital tools supporting the textbook that are accessible via Moodle. Students **must register online using their Student ID number** to access digital resources. Formal assessment tasks will be conducted using this medium. If you do not register using your **Student ID number**, your scores will not be recorded and you will receive a ZERO grade for the online assessment tasks. Additional learning activities have also been designed to scaffold learning in this course and are important for timely knowledge development. All activity is monitored and will be automatically reported back to the LIC. Students are also expected to read and complete all allocated materials including case studies, prior to attending tutorials and lectures.

Lectures and tutorials will be devoted to probing, extending and applying theoretical concepts to assigned topics and students will be expected to attend fully prepared for robust conversation. Based on the assumption that students have read the allocated text and completed the allocated activities, class discussion will be a vital part of each class and student participation will be assessed. Students will be called upon to contribute and therefore, it is absolutely critical that you are sufficiently prepared to be able to follow the discussion, to synthesise and to evaluate various perspectives.

Concepts that are discussed and knowledge gained in class will be applied to the final assessment – the 24hour report.

NOTE: Computers and mobile devices are not permitted to be used in lectures and tutorials (unless the instructor indicates otherwise) – surfing and texting emerges as an inevitable and regrettable result, and is highly distracting for everyone.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a total mark of at least 50% (50/100 marks); and
- make a satisfactory attempt at all assessment tasks (see below); and
- achieve a pass grade (50%) for cumulative individual components; and
- attend a minimum of 80% lectures; and
- attend a minimum of 80% tutorials (attendance may be taken at random)

4.2 Assessment Details

Tutorial and case participation (20% individual)

Tutorials are held weekly and comprise 1 hour face-to-face workshop-type meetings commencing in week 2. The tutorial program will mainly consist of a discussion of various issues in the form of case analyses and other exercises designed to give students a better understanding of applications of marketing. A nominated group will lead the case study discussion each week and the rest of the class is expected to participate actively and to demonstrate positive citizenship behaviour.

Tutorials give an opportunity to:

- explore the weekly topic content
- obtain, select and organise marketing information
- enhance communication skills
- make independent, informed and justified assessments of course related situations
- work co-operatively with other class members

This course requires a minimum of 80% attendance at both lectures and tutorials. If you do not attend the minimum number of classes, you may not be eligible to pass this course.

This course will be largely based on case studies as the main form of conveying real life marketing scenarios and associated considerations. As such, the case method of teaching and learning will be applied. This means that students will be expected to present to classes fully prepared and ready to engage with case based discussion, relevant to the weekly topic. Each week, student participation will be graded to reflect the quality and quantity of contributions. The case teaching and participation

opportunity commences from week 2 and includes cases presented by case leaders as well as case preparation and summary activities presented by the tutor. If you are absent in any given week you will receive a zero score for that week and the participation opportunity will be foregone.

Furthermore, the instructor may (at their discretion) issue a 10 minute debrief as a supplementary assessment task in tutorials. The topics and questions will be randomised across tutorials. Students will be given 10 minutes to complete the debrief.

You will not receive special consideration for any absence in these weeks as the assessment is in-the-moment and cannot be re-run.

Further details regarding how case participation will be assessed, will be provided in Week 2.

Debriefs will be marked using the following guide:

- Demonstrates understanding of course content and development of knowledge
- Demonstrates critical thinking and imagination
- Communicates clearly and concisely
- Answers set questions

Case leadership (10% individual)

Students will be placed in groups by Week 2 and informed of these groups no later than Week 3. These groups should be used as a resource for group study and preparation for the weekly tutorial case discussion, as well preparation for the 24hour report. In addition, students will present their case leadership in these groups. The group will be expected to lead the class case discussion, identifying and summarising important points for each concept relevant to the topic of interest. Each presenting student (of the leadership group for the week) will be marked individually (10%) for their presentation though a component of this mark will be attributed to group cohesion in content coverage and delivery (5 minutes (max) each). Student case leadership presentations will run from week 3.

If you are absent in your allocated presentation week you will receive a zero score and the participation opportunity will be foregone. You will not receive special consideration for any absence in these weeks as the assessment is in-the-moment and cannot be re-run. Failure to attempt this assessment task can only be penalised the proportionate amount of this task (i.e., 0/20).

Marking criteria (sample):

- Demonstrates understanding of course content and development of knowledge
- Demonstrates critical thinking and imagination
- Communicates clearly and concisely
- Structures presentation logically and coherently
- Engages audience through professional delivery
- Uses tools and technologies effectively
- Demonstrate effective group preparation
- Demonstrate effective group presentation strategies and skills
- Energises audience through thoughtful debate and inquiry

Progress quiz – early stage (20% individual)

To undertake early stage assessment and provide valuable feedback, a progress quiz will be made available for completion in Week 4. The quiz will be available via Moodle for 12 hours, starting 9am Monday 14th August until 9pm Monday 14th August.

This progress quiz (early stage) will be conducted online, using the McGraw Hill Connect platform that is to be accessed via Moodle. The quiz will include 60 questions that can be a combination of multiple choice questions, and true/false questions. Each student will receive a randomised set of questions (each quiz is unique but pitched at the same level). The quiz is allocated at limit of 20 minutes. Each quiz is electronically monitored – this means that it is strictly timed and instantly connected to your Moodle account and administrative records. The quiz offers ONE chance only – that is, once the quiz has been started it will be counted the formal attempt at the assessment task whether or not it is completed.

If students do not complete the quiz in the allocated time window, it will be a foregone opportunity that will not be rerun. Failure to attempt this assessment task can only be penalised the proportionate amount of this task (i.e., 0/20).

Progress quiz – late stage (20% individual)

To undertake late stage assessment and provide valuable feedback, a progress quiz a progress quiz will be made available for completion in Week 12. This progress quiz will be conducted online, using the McGraw Hill Connect platform that is to be accessed via Moodle. The quiz will be available via Moodle for 12 hours, starting 9am Monday 16th October until 9pm Monday 15th October.

The quiz will comprise 180 questions that may comprise a combination of multiple choice questions, true/false questions and written questions. The content will cover all topics from Week 1 to Week 12 inclusive. Each student will receive a randomised set of questions (each quiz is unique but pitched at the same level). The quiz is allocated at limit of 60 minutes. Each quiz is electronically monitored – this means that it is strictly timed and instantly connected to your Moodle account and administrative records. The quiz offers ONE chance only – that is, once the quiz has been started it will be counted as a formal attempt at the assessment task whether or not it is completed.

If students do not complete the quiz in the allocated time window, it will be a foregone opportunity that will not be rerun. Failure to attempt this assessment task can only be penalised the proportionate amount of this task (i.e., 0/20).

24hour report (30% individual)

In Week 13, at 9am on Friday 27th Oct 2017, the 24hour report will be released to students on Moodle. This will be an individual assignment. The topic and relevant questions will be provided and students will be required to complete the written tasks using the principles that they have learned in the course. The theories and their applications as practiced in the lectures and tutorials will help to direct the focus of this task. The 24hour report is required to be no longer than 1000 words and supported with proper references in the Harvard format. Students will have 24 hours to complete the assessment task and submit their completed work via Turnitin on Moodle by 9am, on Saturday 28th October 2017. Only assignments submitted via Turnitin on Moodle will be accepted.

Assignments that are not submitted by the deadline will incur late penalties of 10% per day or part thereof. Assignments will not be accepted after 5 days. Failure to attempt

this assessment task can only be penalised the proportionate amount of this task (i.e., 0/30).

Note 1: If a supplementary assessment is provided for this task, the maximum students may receive for the new task is 50% (i.e., 15/30).

Note 2: Turnitin is a plagiarism verification software. It will issue a report for each submission. Plagiarised works are identified and linked to the source. Similarity readings above 10% will attract scrutiny and students will be referred to the designated school ethics officer who will investigate the issue. Students may be placed on a plagiarism offence register and have their mark reduced for this assessment task, and potentially, referred to the university register where course failure may be an outcome.

Further details regarding how the 24hour report will be assessed will be provided in Week 11 on Moodle.

4.3 Assessment Format

Assessment Task	Weighting	Length	Due Date
Individual – tutorial and case participation	20%	In tutorial	Week 2 onwards
Individual – case leadership	10%	In allocated tutorial	Week 3 onwards
Individual progress quiz – early stage	20%	20 minutes	Week 4 (online, 12 hour window)
Individual progress quiz – late stage	20%	60 minutes	Week 12 (online; 12 hour window)
Individual - 24hour report	30%	1000 words (plus references)	Week 13, (released 9am Friday 27 th October 2017, due 9am Saturday, 28 th October 2017)

4.4 Assignment Submission Procedure

Your assignments must be formatted as per the requirements below:

- Use 11pt or 12pt font
- 2.5 cm left margin
- 1.5 line spacing
- Leave a line between each paragraph
- Number each page
- Student number(s) and course code (MARK1012) to appear on every page
- Use Harvard method for referencing - more information can be found on the EDU website

Note 1: Each written assignment submission must have a cover sheet (SoM/Business School cover sheet) signed by all team members.

Note 2: Students are reminded to keep a copy of all work submitted for assessment.

4.5 Special Consideration, Late Submission and Penalties

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 days. An assignment is considered late if the requested format such as hard copy or electronic copy has not been submitted on time.

For further information on Special Consideration please refer to the Business School's [Course Outlines Policies webpage](#).

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

The course website is on Moodle at:

- <http://moodle.telt.unsw.edu.au>

You will need to access the course website regularly (at least once per week) as some formal assessments will be conducted online and you will be expected to participate in online learning activities accessible via the course website. Further details will be provided in Week 1.

The textbook for this course is:

- Grewal D., Levy M., Mathews S., Harrigan P. and Bucic T. (2015), Marketing, McGraw-Hill Education.

NOTE; There is an ebook available (Smart Book, via Moodle on the McGraw Hill Campus, Connect site). To purchase the ebook, you need to use your UNSW Student ID number. Further details will be provided in Week 1 lecture.

- Additional readings/ case studies that will be used in class will be available on Moodle.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester myExperience responses.

7 COURSE SCHEDULE

Lecture Schedule (Tutorial schedule will be posted on Moodle)

Lectures run from Week 1 to Week 12; Tutorials run from Week 2 to Week 13.

Lecture Schedule

Lectures start in Week 1 and finish in Week 12.

LECTURE SCHEDULE		
Week	Topic	References
Week 1 24 July	Assessing the marketplace: Marketing Essentials	Chapter 1; Chapter 2; Chapter 3
Week 2 31 July	Assessing the marketplace: Analysing the Marketing Environment	Chapter 4
Week 3 7 August	Understanding and Targeting the Market: Consumer Behaviour	Chapter 5
Week 4 14 August	Understanding and Targeting the Market: Segmentation, Targeting and Positioning	Chapter 6
Week 5 21 August	Understanding and Targeting the Market: Marketing Research	Chapter 7
Week 6 28 August	Value Creation: Product and Branding Decisions	Chapter 8
Week 7 4 September	Value Creation: Developing New Products	Chapter 9
Week 8 11 September	Value Creation: Services	Chapter 10
Week 9 18 September	Value Capture and Delivery: Pricing	Chapter 11
Mid-semester break: 23 September – 2 October inclusive (2 Oct = Labour Day Public Holiday)		
Week 10 3 October	Value Capture and Delivery: Supply Chain	Chapter 12
Week 11 9 October	Value Capture and Delivery: IMC, Advertising, PR	Chapter 13
Week 12 16 October	Course review	
Week 13 23 October	No lecture	