MARK5700
Elements of Marketing

Course Outline
Summer School, 2016

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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-Charge: Dr Ian Benton
Office: Quad Room 3021
Email: i.benton@unsw.edu.au
Consultation Times: Online consultation time: Tuesday 09:00-10:00am AEST

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures over summer for this subject are delivered online commencing 7th December 2015 to 31st January 2016.

2.2 Units of Credit

The course is worth 6 units of credit.
There is no parallel teaching in this course.

2.3 Summary of Course

Elements of Marketing (MARK 5700) examines how to manage and maintain profitable customer relationships by understanding customer needs, translating these needs into offerings that customers will value, and communicating and delivering the offerings to the customers. An overview of marketing theories and concepts will be provided along with supplementary discussions of concurrent marketing practices.

2.4 Course Aims and Relationship to Other Courses

*Elements of Marketing* (MARK 5700) is one of the compulsory courses in the university Master of Commerce (Marketing) program. This course is an introductory course and is relevant to all students who wish to obtain a general understanding of marketing, irrespective of prior background and knowledge.

The primary aim of this course is to develop student understandings of (1) fundamental marketing theories and concepts, (2) relevant techniques and frameworks used in the marketing field, and (3) how the marketing process is used to effectively create, deliver, and exchange value with customers. By providing a broad overview of the marketing process, this course will provide students with a foundation upon which to build more in-depth knowledge and skills through subsequent courses offered in the program.
25 Student Learning Outcomes

At the end of the course, upon participating fully in learning activities and successfully completing the assessment items, students should be able to:

1. Identify and describe the key concepts in marketing and the marketing process.
2. Apply techniques and frameworks to evaluate and analyse real life marketing problems and marketing decisions with respect to various marketing situations.
3. Use resources (e.g., marketing research, research studies) in an informed and skilful way as part of the process of developing a marketing plan.
4. Develop an appreciation for ethical practices and social responsibility in application of elements of marketing.
5. Work individually and as an effective member of a team.
6. Effectively communicate marketing knowledge in oral and written contexts.

Business Postgraduate Coursework Program Learning Goals and Outcomes

1. Knowledge: Our graduates will have current disciplinary or interdisciplinary knowledge applicable in local and global contexts.
   You should be able to identify and apply current knowledge of disciplinary or interdisciplinary theory and professional practice to business in local and global environments.

2. Critical thinking and problem solving: Our graduates will have critical thinking and problem solving skills applicable to business and management practice or issues.
   You should be able to identify, research and analyse complex issues and problems in business and/or management, and propose appropriate and well-justified solutions.

3. Communication: Our graduates will be effective communicators in professional contexts.
   You should be able to:
   a. Produce written documents that communicate complex disciplinary ideas and information effectively for the intended audience and purpose, and
   b. Produce oral presentations that communicate complex disciplinary ideas and information effectively for the intended audience and purpose.

4. Teamwork: Our graduates will be effective team participants.
   You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of ethical, social, cultural and environmental implications of business issues and practice.
   You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Consider social and cultural implications of business and/or management practice.

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.
The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed:

<table>
<thead>
<tr>
<th>Program Learning Goals and</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment</th>
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</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business postgraduate</td>
<td>On successful completion of the course, you should be able to:</td>
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<tr>
<td></td>
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<td></td>
<td>3a Written communication</td>
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<td></td>
<td>6. Effectively communicate marketing knowledge in oral and written contexts.</td>
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<td></td>
<td>3b Oral communication</td>
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<td></td>
<td>6. Effectively communicate marketing knowledge in oral and written</td>
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<td>4 Teamwork</td>
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<td>5. Work individually and as an effective member of a team.</td>
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<td>5a Ethical, environmental and sustainability</td>
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<td>4. Develop an appreciation for ethical practices and social responsibility in application of elements of marketing.</td>
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<td></td>
<td>5b Social and cultural awareness</td>
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<td>Not specifically addressed.</td>
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### 3 LEARNING AND TEACHING ACTIVITIES

#### 3.1 Approach to Learning and Teaching in the Course

*Elements in Marketing* is aimed at helping students develop the knowledge and skills required to create, deliver, and exchange value with customers. The weekly material available online via Moodle is made up of two parts: (1) main coursework material and (2) case discussion online. The coursework material is structured to help deliver the concepts, elements, and frameworks used in marketing. Online case discussions are designed to supplement the course material and encourage active learning by applying marketing concepts to discuss, analyse, and solve real marketing problems across various scenarios.

To obtain full benefits from the course, students are encouraged to keep up by reading the required readings and materials and by actively searching for and accessing...
information regarding the topics discussed. Students are also encouraged to become aware of their surrounding environment from a marketing perspective, plan and execute the various assessment tasks, and work cohesively in their assigned groups. These are generic skills that will help with future marketing courses where there is a strong emphasis on team work and experience-based learning.

3.2 Learning Activities and Teaching Strategies

Coursework
The course lecture material is posted online supplemented by necessary text reading as specified on the Course Schedule to outline the theoretical concepts and elements used in marketing. Definitions of core marketing concepts and frameworks as well as relevant issues will be provided according to each lecture topic. Examples of existing firms’ marketing practices and relevant video and/or audio supplements will be provided to enhance student understanding.

Being summer semester, two Study Units are covered each week in strict accordance with the Course Schedule on page 9. Note that over summer semester, two study units are covered each week. It is the student’s obligation to keep up each week if they hope to do well.

Class Discussion
Class discussion is held online each week and contributing to that discussion each week by each student is a vital part of that student’s learning experience. This important component of the course aims to help students apply the concepts discussed in the text and auxiliary course material to concrete marketing problems and also encourage active peer learning. Case discussions are designed to further help students explore and discuss marketing issues, become more fluent in the use of marketing typologies, and learn through examples, research efforts and interactions with peer students. To maximise the learning experience and enable active and effective learning, students are expected to read all relevant materials beforehand. Class discussion, individual assignments, and collaborative activities will help students integrate, synthesise, apply and communicate the elements discussed throughout the course.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt (at least 50%) at all assessment tasks (see below).

No assessment exercise in this course has a hurdle requiring a pass in that exercise to achieve a pass in the course.
I. Individual Work (30%)

*Individual Report (15%)*

This task is to produce a **Market Analysis & Marketing Strategy Report** due from each student upon a private enterprise in your home country (i.e. not publicly listed) due online via Turnitin on Moodle no later than midnight, 20 December 2015. The target organisation which might be for-profit or not-for-profit and must be agreed with your lecturer before commencing the task.

The purpose of this assignment is to report within 1500 words:

- **Part A** - how the market environment for your target private company can best be established and most importantly what you determine with supporting evidence that market environment is? (30%)
- **Part B** - how can or does your target enterprise create and capture superior value for their customer? (20%)
- **Part C** - what marketing strategies for competitive advantage are evident to you from their business practice and what further strategies to achieve this would you recommend? (30%)

Answer Parts A - C separately and in a report format. Each part is assessed for its informational content and the quality of supported argument.

Post graduate business reports are expected to cite 15+ references to include theoretical and practical information sources. (10%) Harvard referencing (list & in-text citation) is mandatory. (10%)

This is a show off exercise for each student to illustrate by your example in this assignment how well you have understood the marketing principles, concepts and frameworks introduced in the first four Study Units of this Course and, most especially, how well you can apply them.
All reports must include a cover sheet (excluded in the word count). The cover sheet to be used can be found at the end of this Unit Outline. Feedback will be provided within two weeks of submission.

Late penalties of 10% per day or part day to include public holidays and weekends will be applied. It is important to business like, responsible, and on time.

Class Participation (15%)
Active participation in online class discussion refers to making well-considered comments, asking relevant questions, and providing arguments related to the discussion topic. Each week a discussion topic with question(s) will be posted for students to come online with their contribution to discussion resolving the question(s) asked. The question will be posted each week before 10am Saturday AEST and that discussion will close after it has been open for three weekends. Every student should contribute thoughtfully and be informed by course material to each discussion.

Class discussion participation will provide opportunities for peer learning, strengthen students' ability to actively argue their decisions regarding the marketing issue at hand, develop an understanding for alternative approaches, and provide an opportunity for reflective learning.

II. Group Project (30%)
The Group Project consists of developing a marketing plan (report). Developing a marketing plan will demonstrate students’ abilities to apply the concepts, frameworks, and techniques discussed throughout the semester from the perspective of an organisation’s marketing team. An example of a marketing plan will be posted from which structure and style can be determined. This exercise will require each group member’s ability to work collaboratively as an effective team participant.

Group Project: Marketing Plan
Details of the choice of firm will be provided to each group before the close for Christmas break and an example of a Marketing Plan will be posted to Moodle.

Your task is to:

1. Identify and analyse the relevant macro and micro factors that should be considered as impacting upon the firm’s activities over the next two years.
2. Segment your target market and choose the most viable target market. Provide support for your choice.
3. Create a value proposition and provide support for your decision.
4. Create a marketing program, detailing the various marketing strategies you will be undertaking and provide support. Organise the discussion around the marketing mix.

Group Report
Each group is required to submit a report (3000 +/- 10% words excluding cover page, appendices, and references) of their marketing plan. The enterprise will be publicly listed (so very much information is readily available) and the report should be written as if for the managers of the target organisation.

Groups will be 3, 4, or 5 members (not less or more). **Students can advise the lecturer of their group’s membership before 18 December else groups will be allocated 21
December enabling all groups to commence familiarising themselves with fellow group members, the target organisation, and the task over the Christmas/New Year recess before lectures resume.

Your lecturer will allocate a target organisation to each group 22 December.

The group report must include a cover sheet and is due on or before 28 January, 2016 online via Turnitin on Moodle only. An example marketing plan and the grading rubric to indicate proportional allocation of marks will be provided before we break for Christmas/New Year.

The report must have an organised and effective manner similar to the example provided. The emphasis is on clear, concise, and well supported arguments, as well as creative ideas.

III. Final Exam (40%)

The final exam structure will be to answer four questions from six options. A question might have multiple smaller components and each component of a question with multiple components should be answered. The time and location of the final exam will be announced when the university exam timetable is released.

4.3 Assessment Format

All written assignments must include a cover sheet with each group member's name, student number, and signature. Each assignment word count excludes cover page, appendices, and references. All appendices must be relevant to the assignment and clearly referenced in the main body of the assignment. Any supplements with poor or incorrect referencing will be disregarded. All written assignments must be 12-point font, single spaced, and clearly organised and submitted online via Turnitin on Moodle.

4.4 Assignment Submission Procedure

Assignments are to be submitted on or before the due date. Students must keep an electronic copy of all work submitted for assessment.

4.5 Late Submission

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 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.
5 COURSE RESOURCES

- **Textbook (necessary):**

- Additional useful readings:

- Case material:
  Case materials as required for discussion will be posted in Moodle online.

- Source of further information (academic journals):
  - Marketing Science
  - Journal of Marketing Research
  - Journal of Marketing
  - Journal of Business Research
  - Journal of Consumer Research
  - Journal of Consumer Affairs
  - Journal of Advertising
  - Journal of Marketing Management
  - International Journal of Research in Marketing
  - Journal of the Academy of Marketing Science

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 Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. Student feedback is valuable and can have a significant impact on the course improvement.
## 7 COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Study</th>
<th>Starting Date</th>
<th>Lecture/Discussion Topic, Assignment &amp; Feedback</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>07 Dec</td>
<td>Creating and capturing superior customer value</td>
<td>Ch. 1-2</td>
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<tr>
<td>02</td>
<td>07 Dec</td>
<td>Strategic planning</td>
<td>Ch. 3</td>
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<tr>
<td>03</td>
<td>14 Dec</td>
<td>Marketing strategies for competitive advantage</td>
<td>Ch. 4</td>
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<tr>
<td>04</td>
<td>14 Dec</td>
<td>Understanding the market environment</td>
<td>Ch. 5</td>
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<td>20 Dec</td>
<td><strong>Admin – Group Formation for Group Project</strong></td>
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<td><strong>Due: Individual Report Due by midnight, Sunday 20 December via Turnitin on Moodle</strong></td>
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<td>Christmas/New Year recess 21 Dec 2015 – 03 Jan 2016</td>
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<td>05</td>
<td>04 Jan</td>
<td>Consumer behaviour (B2C marketing)</td>
<td>Ch. 7</td>
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<td>06</td>
<td>04 Jan</td>
<td>B2B marketing</td>
<td>Ch. 8</td>
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<tr>
<td>07</td>
<td>11 Jan</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Ch. 9</td>
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<tr>
<td>08</td>
<td>11 Jan</td>
<td>Products &amp; Services marketing</td>
<td>Ch. 10</td>
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<td>09</td>
<td>18 Jan</td>
<td>Pricing for value</td>
<td>Ch. 12</td>
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<tr>
<td>10</td>
<td>18 Jan</td>
<td>Marketing channels for distribution</td>
<td>Ch. 13</td>
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<tr>
<td>11</td>
<td>25 Jan</td>
<td>Communicating customer value</td>
<td>Ch. 15</td>
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<tr>
<td>12</td>
<td>25 Jan</td>
<td>Responsible Marketing Review</td>
<td>Ch. 19</td>
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<td>13</td>
<td>28 Jan</td>
<td><strong>Due: Group Report Due midnight, Thursday, 28 January via Turnitin on Moodle</strong></td>
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<td><em>- One copy ONLY per group</em></td>
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<td>Final Exam – University Exam Period TBA</td>
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PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

1 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

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<tr>
<th>Business Postgraduate Coursework Program Learning Goals and Outcomes</th>
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</table>
2 ACADEMIC HONESTY AND PLAGIARISM
The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

3 STUDENT RESPONSIBILITIES AND CONDUCT
Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

3.1 Workload
It is expected that you will spend at least eighteen to twenty hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

3.2 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct
3.3 Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see [http://safety.unsw.edu.au/](http://safety.unsw.edu.au/).

3.4 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

**SPECIAL CONSIDERATION**

1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). The student will then need to submit the originals or certified copies of the completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: [https://student.unsw.edu.au/special-consideration](https://student.unsw.edu.au/special-consideration)

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Decisions and recommendations are made by lecturers-in-charge in consultation with the program coordinator.

4. Applying for special consideration does not automatically mean that the student will be granted a supplementary exam or other concession.

5. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

**Requests for special consideration for Final Exams/Final Assessment:**
The lecturer-in-charge and the program coordinator will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.

2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of classes.
Special consideration and the Final Exam:

Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If a student attends the regular final exam, the student is extremely unlikely to be granted a supplementary exam. Hence if a student is too ill to perform up to the normal standard in the regular final exam, the student is strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. The student would still need to satisfy the criteria stated above.

STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  [https://www.business.unsw.edu.au/students/resources/learning-support](https://www.business.unsw.edu.au/students/resources/learning-support)
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building.
  Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  [https://www.business.unsw.edu.au/students/resources/student-centre](https://www.business.unsw.edu.au/students/resources/student-centre)
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building;
  Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: [https://student.unsw.edu.au/moodle-support](https://student.unsw.edu.au/moodle-support).
  For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre** [www.lc.unsw.edu.au](http://www.lc.unsw.edu.au)
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  [http://info.library.unsw.edu.au/web/services/services.html](http://info.library.unsw.edu.au/web/services/services.html)

- **IT Service Centre**: Provides technical support for problems logging in to websites, downloading documents etc. [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html) Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services**
  [https://student.unsw.edu.au/wellbeing](https://student.unsw.edu.au/wellbeing) Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au
• **Student Equity & Disabilities Unit**
  [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au)

  Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au
1. Student Number: ___________________________ Name: ___________________________
2. Student Number: ___________________________ Name: ___________________________
3. Student Number: ___________________________ Name: ___________________________
4. Student Number: ___________________________ Name: ___________________________
5. Student Number: ___________________________ Name: ___________________________

Course: ____________________________________

Lecturer/tutor: ____________________________ Tutorial

Assignment: ____________________________________

Date due: ___________________________ Date Submitted: ___________________________

I declare that this assessment item is my own work, except where acknowledged, and has not been submitted for academic credit elsewhere, and acknowledge that the assessor of this item may, for the purpose of assessing this item:

- Reproduce this assessment item and provide a copy to another member of the University; and/or
- Communicate a copy of this assessment item to a plagiarism checking service (which may then retain a copy of the assessment item on its database for the purpose of future plagiarism checking).

I certify that I have read and understood the University Rules in respect of Student Academic Misconduct.

1. Signed: .................................................. ................................. Date: ........../........./........
2. Signed: .................................................. ................................. Date: ........../........./........
3. Signed: .................................................. ................................. Date: ........../........./........
4. Signed: .................................................. ................................. Date: ........../........./........
5. Signed: .................................................. ................................. Date: ........../........./........

NOTE: It is considered Academic Misconduct to SIGN ON BEHALF OF ANOTHER STUDENT.

- Please note ALL group members must sign this cover sheet themselves
- Individual commentary to be provided separately