MARK5700
Elements of Marketing

Course Outline
Summer School, 2015
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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 14:00-15:00

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures over summer for this subject are delivered online commencing 8th December 2014 to 30th January 2015.

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

Marketing plays a key role in acquiring and retaining customers that is critical to the success of the organisation. Elements of Marketing examines how to attract and retain customers by understanding their expressed and latent needs, translating these needs into value offerings that customers want, creating brand awareness and communicating benefits of the value offerings, managing the delivery of value offerings to customers, and capturing value back to the organisation. The application of the theories, concepts, techniques and practices of modern marketing will be conducted via case studies, individual and group assessments.

2.4 Course Aims and Relationship to Other Courses

*Elements of Marketing* (MARK5700) is one of the two compulsory gateway courses of the Master of Commerce (Marketing) program. The primary aim of this course is to provide students with an understanding of (1) basic 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 presenting a broad overview of the marketing process, this course also provides students with a foundation upon which to build and develop more in-depth knowledge and skills through subsequent courses offered in the program. *Elements of Marketing* 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.
2.5 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.

The following table shows how the Student Learning Outcomes of this course relate to the overall ASB Postgraduate Program Learning Goals and Outcomes (listed below), and indicates where these are assessed:

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all ASB postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1 Knowledge</td>
<td>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.</td>
<td>• Class Participation  • Individual Report  • Group Project  • Final Exam</td>
</tr>
<tr>
<td>2 Critical thinking and problem solving</td>
<td>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.</td>
<td>• Individual Report  • Group Project  • Final Exam</td>
</tr>
<tr>
<td>3a Written communication</td>
<td>6. Effectively communicate marketing knowledge in oral and written contexts.</td>
<td>• Individual Report  • Group Project  • Final Exam</td>
</tr>
<tr>
<td>3b Oral communication</td>
<td>6. Effectively communicate marketing knowledge in oral and written contexts.</td>
<td>• Class Participation  • Group Project  • Final Exam</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>5. Work individually and as an effective member of a team.</td>
<td>• Not specifically assessed</td>
</tr>
<tr>
<td>5a Ethical, environmental and sustainability responsibility</td>
<td>4. Develop an appreciation for ethical practices and social responsibility in application of elements of marketing.</td>
<td>• Individual Report  • Group Project</td>
</tr>
<tr>
<td>5b Social and cultural awareness</td>
<td>2. Apply techniques and frameworks to evaluate and analyse real life marketing problems and marketing decisions with respect to various marketing situations.</td>
<td>• Individual Report  • Group Project</td>
</tr>
</tbody>
</table>
ASB 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.

6. Leadership: Our graduates will have an understanding of effective leadership. (MBA and MBT programs only).
   You should be able to reflect on your personal leadership experience, and on the capabilities necessary for leadership.

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.

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 skill 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 the 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).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weight</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Individual Work</td>
<td>30% (15%)</td>
<td>1500 +/- 10% words</td>
<td>10:30am, 20 December Online only via Turnitin on Moodle.</td>
</tr>
<tr>
<td>- Individual Report</td>
<td>(15%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Class Participation</td>
<td>(15%)</td>
<td></td>
<td>On-going from week 1</td>
</tr>
</tbody>
</table>
II. Group Project
- Report

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% (30%)</td>
<td>3000 +/- 10%</td>
</tr>
</tbody>
</table>

10:30am, 28 January
Online only – submitted one copy only per group – via Turnitin on Moodle.

III. Final Exam

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>2 hours</td>
</tr>
</tbody>
</table>

University Exam Period

Total 100%

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 Australian enterprise (i.e. not publicly listed) due online via Turnitin on Moodle no later than 10:30am, 20 December 2014. 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%)

Parts A - C are assessed for both their 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 intelligent 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 on line 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 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.

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 19 December else groups will be allocated 22 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 23 December.

The group report must include a cover sheet and is due on or before 28 January, 2015 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

Penalties of 10% per day or part day including public holidays and weekends apply for all late submissions.

Quality Assurance

The ASB 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 ASB programs. All material used for such processes will be treated as confidential and will not be related to course grades.

5 COURSE RESOURCES

- Textbook:

- 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               Harvard Business Review
  Journal of Marketing Research    MIT Sloan Management Review
  Journal of Marketing            European Journal of Marketing
  Journal of Business Research     Management Science
  Journal of Consumer Research     Journal of Retailing
  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 Unit</th>
<th>Starting Date</th>
<th>Lecture/Discussion Topic, Assignment &amp; Feedback</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>08 Dec</td>
<td>Creating and capturing superior customer value</td>
<td>Ch. 1-2</td>
</tr>
<tr>
<td>02</td>
<td>08 Dec</td>
<td>Strategic planning</td>
<td>Ch. 3</td>
</tr>
<tr>
<td>03</td>
<td>15 Dec</td>
<td>Marketing strategies for competitive advantage</td>
<td>Ch. 4</td>
</tr>
<tr>
<td>04</td>
<td>15 Dec</td>
<td>Understanding the market environment</td>
<td>Ch. 5</td>
</tr>
<tr>
<td></td>
<td>20 Dec</td>
<td>Admin – Group Formation for Group Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Due: Individual Report Due by 10:30am, 20 December via Turnitin on Moodle</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Christmas/New Year recess 20 Dec 2014 – 04 Jan 2015</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>05 Jan</td>
<td>Consumer behaviour (B2C marketing)</td>
<td>Ch. 7</td>
</tr>
<tr>
<td>06</td>
<td>05 Jan</td>
<td>B2B marketing</td>
<td>Ch. 8</td>
</tr>
<tr>
<td>07</td>
<td>12 Jan</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Ch. 9</td>
</tr>
<tr>
<td>08</td>
<td>12 Jan</td>
<td>Products &amp; Services marketing</td>
<td>Ch. 10</td>
</tr>
<tr>
<td>09</td>
<td>19 Jan</td>
<td>Pricing for value</td>
<td>Ch. 12</td>
</tr>
<tr>
<td>10</td>
<td>19 Jan</td>
<td>Marketing channels for distribution</td>
<td>Ch. 13</td>
</tr>
<tr>
<td>11</td>
<td>26 Jan</td>
<td>Communicating customer value</td>
<td>Ch. 15</td>
</tr>
<tr>
<td>12</td>
<td>26 Jan</td>
<td>Responsible Marketing</td>
<td>Ch. 19</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Review and Wrap-up</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>28 Jan</td>
<td>Due: Group Report Due 10:30am, 28 January</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>via Turnitin on Moodle</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final Exam – University Exam Period (06 to 10 February 2015)</td>
<td></td>
</tr>
</tbody>
</table>
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

1 PROGRAM LEARNING GOALS AND OUTCOMES

The Australian School of Business 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.

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 ASB 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.

<table>
<thead>
<tr>
<th>ASB Postgraduate Coursework Program Learning Goals and Outcomes</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>b. Consider social and cultural implications of business and /or management practice.</td>
</tr>
</tbody>
</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: http://www.lc.unsw.edu.au/plagiarism/index.html as well as the guidelines in the online ELISE and ELISE Plus tutorials for all new UNSW students: http://info.library.unsw.edu.au/skills/tutorials/InfoSkills/index.htm.

To see if you understand plagiarism, do this short quiz: http://www.lc.unsw.edu.au/plagiarism/plagquiz.html

For information on how to acknowledge your sources and reference correctly, see: http://www.lc.unsw.edu.au/onlib/ref.html

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (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.


3.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, 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 Blackboard or 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.

3.2 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs and opinions of your fellow students and teaching staff in the online class environment. More information on student conduct is available at: https://my.unsw.edu.au/student/atoz/BehaviourOfStudents.html

3.3 Occupational 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://www.ohs.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.

4 SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General Information on 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 channel > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully the instructions and conditions at: https://my.unsw.edu.au/student/atoz/SpecialConsideration.html.

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. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.

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

5. Special consideration requests do not allow lecturers-in-charge to award students additional marks.
5 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)**
  [www.business.unsw.edu.au/students/resources/learning-support](http://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**
  [www.business.unsw.edu.au/students/resources/student-centre](http://www.business.unsw.edu.au/students/resources/student-centre)
  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))
  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**: 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)
  UNSW Library Annexe (Ground floor).

- **UNSW Counselling and Psychological Services**
  [http://www.counselling.unsw.edu.au](http://www.counselling.unsw.edu.au) Free, confidential service for problems of a personal or academic nature; and workshops on study issues such as ‘Coping with Stress’ and ‘Procrastination’. Office: Level 2, Quadrangle East Wing; Phone: 9385 5418.

- **Student Equity & Disabilities Unit** [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au)
  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: _______________

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