



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Marketing Management

| Subject | Cat-nbr | Class | Term    | Mode | Units | Campus      |
|---------|---------|-------|---------|------|-------|-------------|
| MKT     | 5000    | 79173 | 2, 2008 | ONC  | 1.00  | Springfield |

|                                   |        |
|-----------------------------------|--------|
| <b>Academic group:</b>            | FOBUS  |
| <b>Academic org:</b>              | FOB004 |
| <b>Student contribution band:</b> | 3A     |
| <b>ASCED code:</b>                | 080505 |

### STAFFING

Examiner: Michael Mills  
Moderator: Melissa Johnson Morgan

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

### RATIONALE

This course aims to inform graduate students of the nature of marketing as seen from a management perspective in the context of today's rapidly changing environment. The course will stress an empirical approach, questioning the existing theory and providing new insights into the marketing process through critical reading and research. Once students have mastered the basics, they will be expected to use this information in problem-solving via a case study approach, both simulated and real-world. The essential roles of planning, implementation and control will be stressed, and there will also be an emphasis on marketing strategy in response to rapid environmental change. This course is part of the core of the MBA program as well as serving as the prerequisite for each of the four courses which comprise the postgraduate coursework specialisations in Marketing.

### SYNOPSIS

The course highlights the need for managers to view the role of marketing as a vital managerial concern. The importance of a marketing perspective will be examined through the use of case studies in both domestic and international environments on the basis of empirical evidence. At the completion of the course students will be able to analyse the changing marketing environment, engage in creative market-oriented thinking, and be aware of the interplay between marketing and the other managerial functions of a firm. The crucial role of marketing in contributing to the success of organisations is emphasised.

## OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. know that marketing starts and ends with customers and consumers (Case Study, Examination)
2. appreciate the responsibilities of marketers in our society (Essay, Examination)
3. understand the importance of market research in the marketing process (Case Study, Examination)
4. appreciate the role of marketing in business (Case Study, Examination)
5. analyse and evaluate marketing opportunities (Case Study, Examination)
6. critically evaluate marketing issues and the marketing literature (Essay)
7. use written communication skills to persuade a target audience (Essay, Case Study, Examination)
8. use a range of sources including electronic data bases (Essay, Case Study)
9. demonstrate an ability to guide companies to develop innovative solutions to solve marketing problems (Case Study, Examination).

## TOPICS

| Description  | Weighting (%) |
|--|---------------|
| 1. Each topic carries equal weighting                              | 100.00        |
| 1.1. Module 1: Nature of modern marketing and customer value focus |               |
| 1.2. Module 2: Strategic marketing planning and implementation     |               |
| 1.3. Module 3: Marketing information and environmental scanning    |               |
| 1.4. Module 4: Buying behaviour                                    |               |
| 1.5. Module 5: Industry and competition analysis                   |               |
| 1.6. Module 6: Segmentation and targeting                          |               |
| 1.7. Module 7: Strategic product positioning                       |               |
| 1.8. Module 8: Product and services-design and management          |               |
| 1.9. Module 9: Pricing-design and management                       |               |
| 1.10. Module 10: Distribution-design and management                |               |
| 1.11. Module 11: Promotion-design and management                   |               |

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For

costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

MKT5000 study package. The study package will be supplied at no cost to students.

Pride, W, Elliott, G, Rundle-Thiele, S, Waller, D, Paladino A & Ferrell, O 2007, *Marketing: core concepts and applications*, 2nd edn, John Wiley & Sons, Milton, Queensland.

(Asia Pacific edition)

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Nil.

## STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY       | HOURS |
|----------------|-------|
| Assessments    | 35.00 |
| Directed Study | 80.00 |
| Private Study  | 50.00 |

## ASSESSMENT DETAILS

| Description        | Marks out of | Wtg (%) | Due date               |
|--------------------|--------------|---------|------------------------|
| ESSAY              | 25.00        | 25.00   | 18 Aug 2008            |
| CASE STUDY         | 25.00        | 25.00   | 08 Sep 2008            |
| 2-HOUR EXAMINATION | 50.00        | 50.00   | END S2<br>(see note 1) |

### NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:

To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded. Assignments will not be marked after marked assignments and/or feedback have been released.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## ASSESSMENT NOTES

- 1 Assignments extension requests: If you require an extension you must apply for the extension prior to the due date. The application should normally be a written request to the examiner requesting the extension with appropriate supporting documentation. In the case of an application for an extension for medical reasons, the documentation should include an original or certified copy of a USQ Medical Certificate, completed by your medical practitioner and this must include a statement from that medical practitioner stating: (i) the date the medical condition began or changed; (ii) how the condition affected your ability to study; (iii) when it became apparent you could not submit the assignment by the due date. In the case of an application for an extension for family/personal reasons, your documentation must include a statement from a medical practitioner, counsellor or independent member of the community stating: (i) the date the student's personal circumstances began or changed; (ii) how the circumstances affected the student's ability to submit the assignment by the due date; (iii) when it became apparent that the student could not submit the assignment by the due date. In the case of an application for an extension for employment related reasons, the documentation must include a statement from the student's employer stating: (i) the date the student's employment began or the conditions of employment changed; (ii) how that prevented or will prevent the student from submitting the assignment by the due date.