



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 Your Educational Organisation

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
EDU	8319	96128	3, 2009	EXT	1.00	Toowoomba

Academic group:	FOEDU
Academic org:	FOE003
Student contribution band:	National Priority Teaching
ASCED code:	079999

STAFFING

Examiner: Dorothy Andrews
Moderator: Joan Conway

RATIONALE

Marketing as a concept has undergone significant transformation in its meaning and application. Marketing increasingly performs a broader and more critical function in the management of modern organisations and in shaping their strategic directions and operations. In this sense, 'marketing' means more than the popular traditional 'managerial' concerns of advertising, promotion and personal selling. Today, marketing is increasingly understood as a philosophical position which places the customer or client at the centre of organisational strategy and operations. Applied to the education context, which may be regarded as a professional service, marketing is generally at a much earlier stage in practical evolution and literature development. However, there is significant synergy between the contemporary meaning and applicability of marketing and the context under which educators now operate at both a policy framework and practical level. This subject explores the application of marketing concepts and perspectives to education settings.

SYNOPSIS

The first module sets the context for the course, exploring the broader evolution and contemporary meaning of marketing. The question of how marketing can relate to education settings, and current applications of marketing concepts to education, is then explored from both a theoretical and practical standpoint. Approaching marketing planning, implementation and evaluation from a strategic viewpoint is then introduced as the starting point for an institution wide marketing effort. A range of concepts will be explored from the strategy perspective, and a framework for an education setting to develop a strategic approach to marketing is part of this investigation. Consideration of organisational culture as a means of enacting educational change toward a marketing orientation is then examined. Following this, implementation and application of various marketing concepts and strategies pertinent to an education setting are examined. Established marketing concepts and strategies such as customer service, relationship marketing, internal marketing, promotional or external marketing, and marketing evaluation are explored to provide a practical and balanced perspective on implementation and evaluation of marketing in education settings.

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 are shown in parenthesis. On completion of this course students will be able to:

1. understand and justify the applicability of marketing to education settings in a changing environment; (Assignment 1)
2. provide the modern education worker with the skills and competencies to practice and integrate marketing concepts at both management and operational levels in educational institutions; (Assignment 1)
3. develop a working familiarity with key marketing concepts and, additionally, examine a range of marketing issues and their relevance to general educational management and leadership; (Assignment 2)
4. formulate and implement an organisational-wide perspective to marketing to maximise marketing orientation and effectiveness. (Assignment 2)
5. Demonstrate competence in written language and scholarly writing including correct spelling, grammar and bibliographic referencing (Assignment 1 and 2)

TOPICS

	Description	Weighting (%)
1.	The conceptual evolution of marketing and the marketing concept in education	10.00
2.	Strategy and marketing	30.00
3.	Assessing and changing culture to a marketing orientation	30.00
4.	Integrating, implementing and evaluating marketing concepts	30.00

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).

Holmes, ST 2003, *The school marketing manual: a comprehensive workbook for effective marketing in schools*, 3rd edn, MB Designs, Nova Scotia, Canada.

(Text and Materials are optional.)

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.

Students should also consult the wide range of marketing journals such as the following: Journal of Marketing; Journal of Marketing Management; Journals of Consumer Research; Journal of Marketing Research; Harvard Business Review.

Whether you are on, or off campus, the USQ Library is an excellent source of information <http://www.usq.edu.au/library/>. The gateway to education resources is here: <http://www.usq.edu.au/library/faculties/education/default.htm>

Foskett, N (ed) 1992, *Managing external relations in schools: a practical guide*, Routledge, London.

Fullen, M 1982, *The meaning of educational change*, Teachers College Press, New York.

Kotler, P & Fox, K 1995, *Strategic marketing for educational institutions*, 2nd edn, Prentice Hall, New Jersey.

Payne, A 1993, *The essence of services marketing*, Prentice Hall, New York.

Schein, E 2004, *Organisational culture and leadership*, 3rd edn, Jossey Bass, San Francisco.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	45.00
Directed Study	65.00
Private Study	55.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1	50.00	50.00	18 Dec 2009 (see note 1)
ASSIGNMENT 2	50.00	50.00	01 Feb 2010

NOTES

1. APA style is the referencing system required in this course. Students should use APA style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. http://www.usq.edu.au/library/help/ehelp/ref_guides/apastyle/default.htm

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this course. However, it is the students' responsibility 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. No assignments will be accepted after model answers have been posted.
- 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 weighted aggregate of the marks obtained for each of the summative assessment items in the course.
 - 6 Examination information:
There is no examination in this course.
 - 7 Examination period when Deferred/Supplementary examinations will be held:
here will be no Deferred or Supplementary examinations in this course.
 - 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

OTHER REQUIREMENTS

- 1 Students will require access to e-mail and Internet access to UConnect for this course.
 - 2 **IMPORTANT NOTE:** Working with Children: State law in Queensland requires that all adults (including university students, pre-service educators, trainers, vocational teachers, industry educators) working with children under the age of 18, in the state of Queensland*, obtain approval before commencing such work. Many education courses include a practical component (professional experience, project work, research, assessment etc..) that may require engagement with children under the age of 18. It is your responsibility to ensure that you possess a current suitability card (Blue Card) before commencing any practical components of this course. **DO NOT PARTICIPATE IN ANY PRACTICAL EXPERIENCE WITH CHILDREN UNDER 18 UNLESS YOU POSSESS A CURRENT 'BLUE CARD'**. For further information:
<http://www.childcomm.qld.gov.au/employment/bluecard/informationSheets.html>. *If you are undertaking practical experience outside the state of Queensland, Australia you should check local requirements.
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