



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: Introduction to Marketing

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|--------------|
| MKT | 1001 | 86589 | 1, 2009 | ONC | 1.00 | Fraser Coast |

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

STAFFING

Examiner: Dawn Birch
Moderator: Michael Gardiner

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/ict/students/standards/default.htm>.

RATIONALE

Marketing is a central function of all organisations that serve a client base. Identifying and meeting the needs of key customer groups is critical to achieving organisational objectives. This course provides an overview of the theories and principles of marketing required for effective business practice.

SYNOPSIS

Marketing is a central function of all organisations that serve a client base. Identifying and meeting the needs of key customer groups is critical to achieving organisational objectives. This course provides an overview of the theories and principles of marketing required for effective business practice. This course provides an introduction to the marketing function of the organisation. The focus is on how organisations identify the needs of their target markets, understand the buying behaviour of their target markets, and develop a marketing mix (comprising product, price, promotion and placement) to satisfy the needs and wants of these markets. While the course has a theoretical base, practical application of the concepts of marketing to 'real-world' situations is an essential element.

OBJECTIVES

The course objectives define the student learning outcomes for a course. On successful completion of this course, students should be able to:

1. define marketing and discuss the marketing concept

2. discuss the role of marketing within the organisation
3. explain consumer buying behaviour and processes
4. explain and apply the process of market segmentation and the identification of target markets
5. understand the concept of positioning and its relationship to the organisation's target markets and the development of an appropriate marketing mix
6. describe decision support systems and discuss the role of marketing research as a basis for developing effective marketing strategies
7. identify the elements of the marketing mix (product, price, promotion and placement) and discuss key decision areas for each element
8. distinguish various marketing orientations including relationship marketing
9. explain the components of the marketing plan and discuss where marketing plans fit within the overall strategic plan of the organisation
10. discuss the impact of the organisation's external environment on the organisation's marketing strategies
11. discuss the need for organisations to be ethical in their approach to marketing activities
12. explain business buying behaviour and processes
13. apply basic marketing principles and concepts to 'real-world' marketing problems
14. demonstrate effective written communications skills to an appropriate, professional, business standard
15. use the resources provided on USQConnect to an appropriate, professional, business standard
16. demonstrate the ability to organise themselves for completing required tasks on time to an appropriate, professional, business standard.

TOPICS

| | Description | Weighting (%) |
|-----|---|---------------|
| 1. | Module 1: An overview of marketing | 8.00 |
| 2. | Module 2: Consumer buying behaviour | 9.00 |
| 3. | Module 3: Market segmentation, targeting and positioning | 9.00 |
| 4. | Module 4: Gathering marketing information | 8.00 |
| 5. | Module 5: Product strategy 1 | 8.00 |
| 6. | Module 6: Product strategy 2 | 8.00 |
| 7. | Module 7: Pricing strategy | 8.00 |
| 8. | Module 8: Promotion strategy | 8.00 |
| 9. | Module 9: Distribution strategy | 8.00 |
| 10. | Module 10: Strategic marketing and managing the marketing process | 9.00 |
| 11. | Module 11: Global marketing | 9.00 |
| 12. | Module 12: Business-to-business decision making | 8.00 |

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).

MKT1001 study package available from the USQ Bookshop.

Summers, J, Gardiner, M, Lamb, G, Hair, J & McDaniel, C 2005, *Essentials of marketing*, 2nd edn, Thompson Learning, South Melbourne, Victoria.

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.

Kotler, P, Adam, S, Brown, L & Armstrong, G 2006, *Principles of marketing*, 3rd edn, Prentice Hall, Frenchs Forest, New South Wales.

Kotler, P, Brown, L, Adam, S & Armstrong, G 2004, *Marketing (Australia)*, 6th edn, Prentice Hall, Frenchs Forest, New South Wales.

Pride, W, Rundle-Thiele, S, Waller, D, Elliott, G, Paladino, A & Ferrell, O 2007, *Marketing (Asia-Pacific edition)*, John Wiley & Sons, Milton, Queensland.

STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY | HOURS |
|----------------|-------|
| Assessments | 30.00 |
| Directed Study | 70.00 |
| Private Study | 60.00 |

ASSESSMENT DETAILS

| Description | Marks out of | Wtg (%) | Due date |
|---------------------|--------------|---------|-----------------------------|
| TUTORIAL ACTIVITIES | 20.00 | 20.00 | 02 Mar 2009 (see note 1) |
| ONLINE TEST | 20.00 | 20.00 | 04 May 2009 (see note 2) |
| 2 HOUR EXAMINATION | 60.00 | 60.00 | END S1 (see note 3) |

NOTES

1. The tutorial activities assesses Objectives 1 - 16. STUDENTS PLEASE NOTE: Tutorial activities will be held throughout the semester.

2. The online test assesses Objectives 1 - 7, 13, 15 and 16.
3. The examination assesses Objectives 7 - 14. 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.
- 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 restricted examination. The only material that candidates are allowed to use in this examination are: (i) writing and drawing instruments; (ii) translation dictionaries - students whose first language is not English, may take an appropriate unmarked paper-based translation dictionary into the examination room. Dictionaries with any handwritten notes will not be permitted. Translation dictionaries will be subject to perusal and, if found to contain annotations or markings that could give the candidate an unfair advantage, may be removed from the candidate's possession until the appropriate disciplinary action is completed.
- 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: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.
- 2 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) 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. Details can be found at http://www.usq.edu.au/library/help/ehelp/ref_guides/harvard.htm and http://www.usq.edu.au/library/help/ehelp/ref_guides/harvardonline.htm.

- 3 Text books: It is the responsibility of the student to acquire a copy of the text books as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having copies of the texts, if the texts are available from the USQ Bookshop.
- 4 Word count in assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. Students will be penalised 20% of the available marks of the assessment item if they exceed the word limit.
- 5 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 6 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
- 7 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study.

OTHER REQUIREMENTS

- 1 Computer, e-mail and Internet access: 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/ict/students/standards/default.htm>.
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