The University of Southern Queensland

Course Specification

Description: Introductory Marketing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>MKT</td>
<td>1001</td>
<td>14191</td>
<td>2, 2002</td>
<td>ONC</td>
<td>1.00</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080505

STAFFING
Examiner: Adrienne Jocumsen
Moderator: Jane Summers

SYNOPSIS
The course focuses on the relationship between organizations and the ultimate consumer, expressed through the marketing mix. Essentially, studies are concentrated on the nature and behaviour of supplying organizations, nature and behaviour of the ultimate consumer and the various marketing mix elements (product, price, place, promotion) which are used by organizations to satisfy needs and wants of consumers. While the course has a theoretical base, practical application of the concepts of marketing to "real world" situations is an essential part of the course.

OBJECTIVES
Completion of this course will enable the student to:

- describe the evolution of marketing theory and demonstrate an understanding of the marketing concept;
- describe and apply to case situations, the basic marketing concepts as outlined in the text;
- explain how elements in the marketing mix interact;
- explain and evaluate the role of marketing as a part of the overall managerial function of the firm;
- appropriately analyse simple marketing problems and present oral and written reports of findings and recommendations;
- describe the basic interactions of marketing with legal, ethical and social issues;
- distinguish identifying characteristics of different market types;
- describe the interactions of marketing with the other business functions.
### TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. PART ONE: UNDERSTANDING MARKETING The nature, role and philosophy of marketing</td>
<td>8.00</td>
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<tr>
<td>2. Managing the marketing process</td>
<td>8.00</td>
</tr>
<tr>
<td>3. The marketing environment</td>
<td>9.00</td>
</tr>
<tr>
<td>4. PART TWO: ANALYSING THE MARKET Marketing information systems</td>
<td>8.00</td>
</tr>
<tr>
<td>5. Consumer buying behaviour</td>
<td>9.00</td>
</tr>
<tr>
<td>6. Business buying behaviour</td>
<td>8.00</td>
</tr>
<tr>
<td>7. Market segmentation, target marketing, and positioning</td>
<td>10.00</td>
</tr>
<tr>
<td>8. PART THREE: DEVELOPING THE MARKETING MIX Product strategy I</td>
<td>8.00</td>
</tr>
<tr>
<td>9. Product strategy II</td>
<td>8.00</td>
</tr>
<tr>
<td>10. Pricing strategy</td>
<td>8.00</td>
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<tr>
<td>11. Promotional strategy</td>
<td>8.00</td>
</tr>
<tr>
<td>12. Distribution strategy and integration of the marketing mix</td>
<td>8.00</td>
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</table>

### TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

Please note: Online Students do not have access to hardcopy Library material and will be expected to purchase any set textbooks. Textbooks may be purchased through the USQ Bookshop web site: http://bookshop.usq.edu.au/


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.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>30</td>
</tr>
<tr>
<td>Directed Study</td>
<td>70</td>
</tr>
<tr>
<td>Private Study</td>
<td>60</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
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<tbody>
<tr>
<td>PRESENTATION SCRIPT &amp; AIDS</td>
<td>15.00</td>
<td>15.00</td>
<td>Y</td>
<td>26 Aug 2002</td>
</tr>
<tr>
<td>SHORT PAPER (600 WORDS)</td>
<td>10.00</td>
<td>10.00</td>
<td>Y</td>
<td>26 Aug 2002</td>
</tr>
<tr>
<td>WRITTEN REPORT (2000 WORDS)</td>
<td>25.00</td>
<td>25.00</td>
<td>Y</td>
<td>14 Oct 2002</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S2</td>
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NOTES:
1. Presentation Script and Aids (1000 words)
2. Short Paper - 600 words.
4. You will be notified of the official examination date when the scheduling is finalised.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to
obtain an overall mark of 75%. To be assured of a HD grade students will be
required to obtain an overall mark of 85%.

Due Date: The due date for an assignment is the date by which a student must
despatch the assignment to the university. The onus is on the student to provide,
if requested, proof of despatch. In the absence of proof, the Course Leader will
apply the late penalty. Extensions: Applications for extensions should be in writing
and must include supporting documentary evidence. Extensions are only granted
in unforeseen and uncontrollable circumstances. The Course Leader 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 20% per working day will apply. Extensions beyond
one week are not allowed unless express permission is obtained from the Course
Leader. 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 Course Leader
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 Course Leader 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 Course Leader 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 Course Leader before the due date to discuss the
reason for the extension and to negotiate the length of an extension if granted.
Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

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.

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. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

A Residential School will be cancelled if insufficient numbers, 10 for undergraduate / 5 for postgraduate, are enrolled by the cut-off date for enrolling in School. If a student's school is cancelled, they will be notified and they can then contact the Course Leader to arrange an informal meeting at a mutually convenient time.