Description: Marketing and Sales Management

<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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<tbody>
<tr>
<td>MKT</td>
<td>8007</td>
<td>14299</td>
<td>2, 2002</td>
<td>EXT</td>
<td>1.00</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING

Examiner: Sarah Spencer-Matthews
Moderator: Michelle Rowe

PRE-REQUISITES

Pre-requisite: MKT 8006 and MKT 8005

RATIONALE

An understanding of the nature of marketing and its relationship with selling and sales management is a necessary body of knowledge for effective sales managers.

SYNOPSIS

This course takes a "marketing planning" approach to the teaching of marketing concepts and principles. Hence, it takes the form of an applied course, where students learn about marketing in the process of developing a marketing plan.

OBJECTIVES

On successful completion of this course students will be able to:

- Describe and apply a process to develop a marketing plan.
- Exhibit a strong understanding of the relationships between marketing and selling and sales management.
- Describe the functions of marketing and the place and role of marketing in organisations.
- Show a sound knowledge of the marketing mix elements.
- Describe the various approaches to marketing within organisations.
- Describe some of the problems associated with implementing marketing plans.
TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Processes of marketing and marketing management.</td>
<td>20.00</td>
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<tr>
<td>2. Contextual Issues.</td>
<td>5.00</td>
</tr>
<tr>
<td>3. Marketing information systems, ethical, legal, social responsibility issues</td>
<td>10.00</td>
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<tr>
<td>4. Buyer behaviour - segmentation, targeting, positioning</td>
<td>10.00</td>
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<td>5. Marketing mix - objectives and product</td>
<td>10.00</td>
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<tr>
<td>6. Marketing mix - advertising and sales promotions</td>
<td>10.00</td>
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<tr>
<td>7. Marketing mix - selling, sales</td>
<td>10.00</td>
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<tr>
<td>8. Marketing mix - pricing planning</td>
<td>10.00</td>
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<tr>
<td>9. Marketing mix - distribution planning</td>
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<tr>
<td>10. Action plans, implementation, control, audit.</td>
<td>5.00</td>
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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.


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>
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<tbody>
<tr>
<td>Private Study</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>
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<tr>
<td>ASSIGNMENT 1</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>02 Sep 2002</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>25 Oct 2002</td>
</tr>
</tbody>
</table>

OTHER REQUIREMENTS

1. To obtain a passing mark in this course students must normally obtain a passing mark for the assignments in aggregate; and obtain a passing mark for the final examination. Further information regarding assessment of the course may be found in the Introductory Book.

2. The due date for an assignment is the date by which a student must dispatch the assignment to the University, and is normally that defined in the relevant course specification. The onus is on the student to provide, if requested, proof of date of dispatch.

3. Students may apply for an assignment extension either by application through DEC before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Course Coordinator. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an unforeseen and an uncontrollable extenuating circumstance caused the delay, for example, unusual and unpredictable work or family commitments. If this statement and documentation does not show that unforeseen and uncontrollable extenuating circumstance were present for the days claimed, then the normal reduction in marks for a late assignment of 20 percent per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the Course Leader before the date that the assignment is due. Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. 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. 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. In the case if 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 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

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

5 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 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.