Description: Introduction to Marketing

Subject: MKT  
Cat-Nbr: 1001  
Class: 21268  
Term: 1, 2003  
Mode: ONC  
Units: 1.00  
Campus: WIBAY

Academic Group: FOBUS  
Academic Org: FOB004  
HECS Band: 2  
ASCED Code: 080505

STAFFING

Examiner: Dawn Birch  
Moderator: Jared Young

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

Upon completion of this course, the student should be able to:

- Define marketing and discuss the evolution of marketing theory and the marketing concept;
- Explain the role of marketing within the organisation;
- Explain the components of the marketing plan and discuss where marketing plans fit within the overall strategic plan of the organisation;
- Discuss the impact of the firm's micro and macro-environments on the firm's marketing strategies;
- Describe the marketing information system and discuss the importance of gathering marketing as a basis for developing effective marketing strategies;
- Explain the behaviour of consumer and business buyers;
- Explain and apply the process of market segmentation and the identification of target markets;
- Understand the concept of positioning and its relationship to the firm's target markets and the development of an appropriate marketing mix;
- Identify the elements of the marketing mix and discuss key decision areas for each element in the marketing mix;
- Discuss the need for organisations to be ethical in their approach to marketing activities;
- Apply basic marketing principles and concepts to 'real-world' marketing problems; and
- Prepare written formal reports and oral presentations.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. Understanding Marketing</td>
<td>25.00</td>
</tr>
<tr>
<td>1.1. The nature, role and philosophy of marketing (8%)</td>
<td></td>
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<td>1.2. Managing the marketing process (8%)</td>
<td></td>
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<td>1.3. The marketing environment (9%)</td>
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<tr>
<td>2. Analysing the Market</td>
<td>35.00</td>
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<tr>
<td>2.1. Marketing information systems (8%)</td>
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<tr>
<td>2.2. Consumer buying behaviour (9%)</td>
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</tr>
<tr>
<td>2.3. Business buying behaviour (8%)</td>
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<tr>
<td>2.4. Market segmentation, target marketing, and positioning (10%)</td>
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<tr>
<td>3. Developing the Marketing Mix</td>
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<td>3.1. Product strategy I (8%)</td>
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<tr>
<td>3.2. Product strategy II (8%)</td>
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<td>3.3. Pricing strategy (8%)</td>
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<tr>
<td>3.4. Promotional strategy (8%)</td>
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<tr>
<td>3.5. Distribution strategy and integration of the marketing mix (8%)</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.

USQ study package available from the USQ Bookshop.


(revised edition)

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>
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<tr>
<td>Assessment</td>
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<tr>
<td>Directed Study</td>
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<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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<tbody>
<tr>
<td>TUTORIAL ACTIVITIES</td>
<td>15.00</td>
<td>15.00</td>
<td>Y</td>
<td>04 Mar 2003</td>
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<tr>
<td></td>
<td></td>
<td></td>
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<td>(see note )</td>
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<tr>
<td>SHORT ANSWER (600 WORDS)</td>
<td>5.00</td>
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<td>WRITTEN REPORT (2000 WORDS)</td>
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<td>2 HOUR EXAMINATION</td>
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<td></td>
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<td>(see note )</td>
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NOTES:

. Date of tutorial activity to be advised.
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. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items. Students who do not qualify for a passing grade may, at the discretion of the Examiner, be awarded a supplementary examination and/or assigned additional work to demonstrate to the Examiner that they have achieved the required standard. It is expected that such students will have gained at least 45% of the total marks available for all summative assessment items.

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 (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
   This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); English translation dictionaries (but not technical dictionaries).

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
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/SECARIAT/calendar/Part5/ or in the printed version of the
current USQ Handbook. Students should also read The Guide to Policies and
Procedures of the Faculty which can be found at the URL:
version of the current USQ Handbook.

ASSESSMENT NOTES

1 Assignments: The due date for an assignment is the date by which a student must
despach the assignment to the USQ. The onus is on the student to provide proof
of the despatch date, if requested by the Examiner. (ii) Students must retain a copy
of each item 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 20% per working day will apply.
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. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The Examiner will not accept submission of assignments by facsimile. (vi) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the Examiner’s convenience.

2 Text Books: 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.

3 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.

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

5 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.

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).