Description: Marketing Management

Subject  Cat-Nbr  Class  Term  Mode  Units  Campus
MKT      5000    28111  3, 2003  EXT  1.00  TW MBA

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

STAFFING
Examiner: Graham Jocumsen
Moderator: Eric Ng

RATIONALE
This course aims to inform graduate students of the nature of marketing as seen from a management perspective in the context of today's rapidly changing environment. The course will stress an empirical approach, questioning the existing theory and providing new insights into the marketing process through critical reading and research. This is essential if students are to obtain the necessary information-gathering and decision-making skills. Once students have mastered the basics they will be expected to use this information in problem-solving via a case study approach, both simulated and real-world. The essential roles of planning, implementation and control will be stressed, and there will also be an emphasis on marketing strategy in response to rapid environmental (eg competitive) change. This course is part of the core of the MBA program as well as serving as the prerequisite for each of the four courses which comprise the postgraduate coursework specialisation in Marketing.

SYNOPSIS
The course will highlight the need for managers to view the role of marketing as a vital upgrade managerial concern. The importance of a marketing perspective will be examined through the use of case studies in both domestic and overseas environments and also on the basis of empirical evidence. At the completion of the course students will be able to analyse the changing marketing environment, engage in creative market-oriented thinking, and be aware of the interplay between marketing and the other managerial functions of the firm. The crucial role of marketing in contributing to the success of organizations will be emphasised.

OBJECTIVES
On successful completion of this course students will be able to:
• Confidently approach and analyse the marketing problems facing the organisation.
• Evaluate past, present and potential future marketing situations and make informed policy recommendations.
• Set goals, objectives and plan strategies and tactics to cope with competitive and other changes to the market situations facing the firm.
• Be aware of the role marketing plays in organisations and appreciate the cross-linkages involved.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Understanding Marketing Management (Modules 1-2) Module 1: Nature of modern marketing and customer value focus Module 2: Strategic marketing planning and implementation</td>
<td>20.00</td>
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<tr>
<td>3. Developing Marketing Strategies (Modules 7-8) Module 7: Strategic product positioning Module 8: Global marketing strategies</td>
<td>20.00</td>
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<tr>
<td>5. Managing and Delivering Marketing Programs (Modules 11-12) Module 11: Distribution: Design and management Module 12: Promotion: Design and management</td>
<td>20.00</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.


(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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<tbody>
<tr>
<td>Assessment</td>
<td>35</td>
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<tr>
<td>Directed Study</td>
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<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>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>22 Dec 2003</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>40.00</td>
<td>40.00</td>
<td>Y</td>
<td>27 Jan 2004</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>40.00</td>
<td>Y</td>
<td>END S3</td>
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</tbody>
</table>

NOTES:
- 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:
   If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus. For all other students, 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 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.

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 closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.

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: http://www.usq.edu.au/handbook/2003/title663.html or in the printed version of the current USQ Handbook.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch 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. (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 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.

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