The University of Southern Queensland

Course specification

Description: Marketing Management

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>MKT</td>
<td>5000</td>
<td>38082</td>
<td>3, 2004</td>
<td>WEB</td>
<td>1.00</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080505

STAFFING
Examiner: Les Brown
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. 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 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 specialisations in Marketing.

SYNOPSIS
The course highlights the need for managers to view the role of marketing as a vital managerial concern. The importance of a marketing perspective will be examined through the use of case studies in both domestic and international environments 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 is emphasised.

OBJECTIVES
On successful completion of this course students will be able to:
1. describe the core concepts and theories within the overall marketing discipline area;
2. critically apply marketing concepts and theories to a selected 'real life' organisation and numerous case organisations drawn from an Asian context;
3. describe and critically comment upon the role of marketing within various societies as wholes;
4. describe the role of the marketing function within the modern organisation and explain the relationships between marketing and other functional areas;
5. communicate their views about marketing issues with fellow students and staff members; and
6. competently search academic literature for up-to-date academic findings which may contribute to understanding both marketing theory and its application.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Module 1: nature of modern marketing and customer value focus</td>
<td>8.33</td>
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<tr>
<td>2. Module 2: strategic marketing planning and implementation</td>
<td>8.33</td>
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<td>3. Module 3: marketing information and environmental scanning</td>
<td>8.33</td>
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<td>4. Module 4: buying behaviour</td>
<td>8.33</td>
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<td>5. Module 5: industry and competition analysis</td>
<td>8.33</td>
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<td>6. Module 6: segmentation and targeting</td>
<td>8.33</td>
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<td>7. Module 7: strategic product positioning</td>
<td>8.33</td>
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<td>8. Module 8: global marketing strategies</td>
<td>8.33</td>
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<tr>
<td>9. Module 9: product and services-design and management</td>
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<tr>
<td>10. Module 10: pricing-design and management</td>
<td>8.33</td>
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<tr>
<td>11. Module 11: distribution-design and management</td>
<td>8.33</td>
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<tr>
<td>12. Module 12: promotion-design and management</td>
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**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).


**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>Assessment</td>
<td>35.00</td>
</tr>
<tr>
<td>Directed Study</td>
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<tr>
<td>Private Study</td>
<td>50.00</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>0.00</td>
<td>0.00</td>
<td>06 Dec 2004</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>60.00</td>
<td>60.00</td>
<td>10 Jan 2005</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>40.00</td>
<td>END S3</td>
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<td></td>
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<td>(see note 2)</td>
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**NOTES:**
1. Assignment 1 is formative only and is optional.
2. 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:
   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/corporateservices/calendar/part5.htm. Students should also
read the Faculty of Business Guide to Policies and Procedures of the Faculty which
can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

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.