Description: Marketing for Sales Managers

STAFFING
Examiner: Sue Teoh
Moderator: Jane Summers

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. It is 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:

1. Describe and apply a process to develop a marketing plan.
2. Exhibit a strong understanding of the relationships between marketing and selling and sales management.
3. Describe the functions of marketing and its role in organisations.
4. Show a sound knowledge of the marketing mix elements.
5. Describe the various approaches to marketing within organisations.
6. 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>Processes of marketing and marketing management</td>
<td>20.00</td>
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</table>
1. Contextual Issues
2. Marketing information systems, ethical, legal, social responsibility issues
3. Buyer behaviour - segmentation, targeting, positioning
4. Marketing mix - objectives and product
5. Marketing mix - advertising and sales promotions
6. Marketing mix - selling, sales
7. Marketing mix - distribution planning
8. Marketing mix - pricing planning
9. Marketing mix - distribution planning
10. Action plans, implementation, control, audit

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).

McDonald, M 2002, Marketing plans: how to prepare them, how to use them, 5th edn, Butterworth Heinemann, Oxford.

(revised and updated 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.

Futrell, CM 2001, Sales management: teamwork, leadership, and technology, 6th edn, Harcourt Brace, Fort Worth, Texas.

Ingram, TM, LaForge, RW & Schwepker, CH 2001, Sales management: analysis and decision making, 4th edn, Harcourt Brace, Fort Worth, Texas.


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>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
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<td>ASSIGNMENT 1</td>
<td>50.00</td>
<td>50.00</td>
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<tr>
<td>ASSIGNMENT 2</td>
<td>50.00</td>
<td>50.00</td>
<td>22 Oct 2004</td>
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IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa. 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 each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

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 achieve 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:
   There is no examination in this course.

7. Examination period when Deferred/Supplementary examinations will be held:
   Not applicable.

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 five days 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) 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: 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 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.

4 Deferred Work: Students who, for medical, family/personal, or employment-related
reasons, are unable to complete an assignment at the scheduled time may apply to
defer an assessment in a course. Such a request must be accompanied by appropriate
supporting documentation. The temporary grade of IDM (Incomplete Deferred
Make-up) may be awarded.