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>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT</td>
<td>5000</td>
<td>66204</td>
<td>2, 2007</td>
<td>EXT</td>
<td>1.00</td>
<td>Toowoomba</td>
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</table>

**Academic group:** FOBUS  
**Academic org:** FOB004  
**Student contribution band:** 2  
**ASCED code:** 080505

**STAFFING**

Moderator: Jane Summers

**OTHER REQUISITES**

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at http://www.usq.edu.au/business/aboutfob.htm

**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 a firm. The crucial role of marketing in contributing to the success of organisations is emphasised.
OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. describe the core concepts and theories within the overall marketing discipline area (Online Test, Examination)
2. critically apply marketing concepts and theories to a selected 'real life' case organisation drawn from an Asian context (Assignment, Examination)
3. describe and critically comment upon the role of marketing within various societies as wholes (Assignment, Examination)
4. describe the role of the marketing function within the modern organisation and explain the relationships between marketing and other functional areas (Assignment, Examination)
5. communicate their views about marketing issues with fellow students and staff members (Discussion Forums)
6. competently search academic literature for up-to-date academic findings which may contribute to understanding both marketing theory and its application (Assignment).

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each topic carries equal weighting</td>
<td>100.00</td>
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</table>

1. Module 1: Nature of modern marketing and customer value focus
2. Module 2: Strategic marketing planning and implementation
3. Module 3: Marketing information and environmental scanning
4. Module 4: Buying behaviour
5. Module 5: industry and competition analysis
6. Module 6: Segmentation and targeting
7. Module 7: Strategic product positioning
8. Module 8: Global marketing strategies
9. Module 9: Product and services-design and management
10. Module 10: Pricing-design and management
11. Module 11: Distribution-design and management
12. Module 12: Promotion-design and management

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>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>35.00</td>
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<tr>
<td>Directed Study</td>
<td>80.00</td>
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<tr>
<td>Private Study</td>
<td>50.00</td>
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</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONLINE TEST</td>
<td>30.00</td>
<td>15.00</td>
<td>24 Aug 2007</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 1)</td>
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<tr>
<td>ASSIGNMENT</td>
<td>70.00</td>
<td>35.00</td>
<td>05 Oct 2007</td>
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<tr>
<td>PART A OF 2-HOUR EXAMINATION</td>
<td>20.00</td>
<td>20.00</td>
<td>END S2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(see note 2)</td>
</tr>
<tr>
<td>PART B OF 2-HOUR EXAMINATION</td>
<td>30.00</td>
<td>30.00</td>
<td>END S2</td>
</tr>
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**NOTES**

1. Students are required to complete the online test by the due date. The online test will be available from the USQConnect StudyDesk. Students will not be permitted to attempt the online test after the due date.

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:
   If you are an international student in Australia, you are advised to 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 satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.

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 total weighted marks available for the course.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the aggregate of the weighted marks 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 room.

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 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Policies and Procedures which can be found at http://www.usq.edu.au/business/aboutfob.htm.

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 assignment 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. All extension requests must reach the examiner PRIOR to the due date of the assessment. Requests received after the due date WILL NOT BE CONSIDERED. 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 do not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% 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) 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 working 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 text book 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.

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.
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).

OTHER REQUIREMENTS

1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book; CD (compact disc); and course Website accessible via USQConnect.