Description: Marketing Management

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tbody>
<tr>
<td>MKT</td>
<td>5000</td>
<td>3, 2010</td>
<td>WEB</td>
<td>1</td>
<td>Toowoomba</td>
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</table>

Academic group: FOBUS
Academic org: FOB004
Student contribution band: 3A
ASCED code: 080505

STAFFING
Examiner: Michael Mills
Moderator: Margee Hume

OTHER REQUISITES
Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.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
On completion of this course students will be able to:
1. know that marketing starts and ends with customers and consumers
2. appreciate the responsibilities of marketers in our society
3. understand the importance of market research in the marketing process
4. appreciate the role of marketing in business
5. analyse and evaluate marketing opportunities
6. critically evaluate marketing issues and the marketing literature
7. use written communication skills to persuade a target audience
8. use a range of sources including electronic databases
9. demonstrate an ability to guide companies to develop innovative solutions to solve marketing problems.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each topic carries equal weighting Module 1: Nature of modern marketing and customer value focus Module 2: Strategic marketing planning and implementation Module 3: Marketing information and environmental scanning Module 4: Buying behaviour Module 5: Industry and competition analysis Module 6: Segmentation and targeting Module 7: Strategic product positioning Module 8: Product and services-design and management Module 9: Pricing-design and management Module 10: Distribution-design and management Module 11: Promotion-design and management</td>
<td>100.00</td>
</tr>
</tbody>
</table>

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>Assessments</td>
<td>35.00</td>
</tr>
<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>
<th>Objectives assessed</th>
<th>Graduate skill</th>
<th>Level assessed</th>
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</thead>
<tbody>
<tr>
<td>ASSIGNMENT</td>
<td>40</td>
<td>40</td>
<td>06 Dec 2010</td>
<td>2, 6, 7, 8</td>
<td>U1, U2, U3, U4, U8, U9, U10</td>
<td>2, 2, 2, 2, 2, 2, 2, 2</td>
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<tr>
<td>2-HOUR EXAMINATION</td>
<td>60</td>
<td>60</td>
<td>END S3 (see note 1)</td>
<td>1, 2, 3, 4, 5, 7, 9</td>
<td>U1, U2, U3, U4, U8, U9, U10</td>
<td>2, 2, 2, 2, 2, 2</td>
</tr>
</tbody>
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NOTES

1. 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.

GRADUATE QUALITIES AND SKILLS

Elements of the following USQ Graduate Skills are associated with the successful completion of this course.

<table>
<thead>
<tr>
<th>Skill U1</th>
<th>Skill U10</th>
<th>Skill U2</th>
<th>Skill U3</th>
<th>Skill U4</th>
<th>Skill U8</th>
<th>Skill U9</th>
<th>Skill U10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical Research &amp; Enquiry</td>
<td>Intermediate (Level 2)</td>
<td>Sustainable Practice</td>
<td>Intermediate (Level 2)</td>
<td>Problem Solving</td>
<td>Intermediate (Level 2)</td>
<td>Academic, professional and digital literacy</td>
<td>Intermediate (Level 2)</td>
</tr>
</tbody>
</table>
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 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. Assignments will be not be marked after marked assignments and/or feedback have been released.

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 Student Policies:
   Students should read the USQ policies Definitions, Assessment and Student Academic Misconduct to avoid actions which might contravene University policies and practices. These polices can be found at the URL http://policy.usq.edu.au/portal/custom/search/category/usq_document_policy_type/Student.1.html.

ASSESSMENT NOTES

1 Assignments extension requests: If you require an extension you must apply for the extension prior to the due date. The application should normally be a written request to the examiner requesting the extension with appropriate supporting documentation. In the case of an application for an extension for medical reasons, the documentation should include an original or certified copy of a USQ Medical Certificate, completed by your medical practitioner and this must include a statement from that medical practitioner stating: (i) the date the medical condition began or changed; (ii) how the condition affected your ability to study; (iii) when it became apparent you could not submit the assignment by the due date. In the case of an application for an extension for family/personal reasons, your documentation must include a statement from a medical practitioner, counsellor or independent member of the community stating: (i) the date the student's personal circumstances began or changed; (ii) how the circumstances affected the student's ability
to submit the assignment by the due date; (iii) when it became apparent that the student could not submit the assignment by the due date. In the case of an application for an extension for employment related reasons, the documentation must include a statement from the student's employer stating: (i) the date the student's employment began or the conditions of employment changed; (ii) how that prevented or will prevent the student from submitting the assignment by the due date.

2 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

OTHER REQUIREMENTS

1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.