MKTG8043
Marketing Concepts and Practices
Semester 2, 2014

The course introduces the principles and practice of marketing. Topics include the role of marketing and its organisational context; the marketing environment; market segmentation and target markets; market information, research analysis; industry analysis, marketing planning and competitive strategies; buyer behaviour in the consumer and business markets; pricing products and services; distribution channels; integrated marketing communications; marketing of services; e-marketing; managing and evaluating the marketing effort.

<table>
<thead>
<tr>
<th>Mode of Delivery</th>
<th>On campus</th>
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<tbody>
<tr>
<td>Prerequisites</td>
<td>Nil</td>
</tr>
<tr>
<td>Course Convenor/Lecturer:</td>
<td>Andrew Hughes</td>
</tr>
<tr>
<td>Phone:</td>
<td>6125 4872</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:andrew.hughes@anu.edu.au">andrew.hughes@anu.edu.au</a></td>
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<tr>
<td>Office hours for student consultation:</td>
<td>Tuesday. Booking via</td>
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<tr>
<td>Student administrator/s</td>
<td>RSM Student Office (Monday to Friday 9am to 5pm)</td>
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COURSE OVERVIEW

Learning Outcomes

Upon successful completion of the requirements for this course, students will be able to:

1. define, explain and illustrate marketing concepts, including the marketing mix, and their application to profit oriented and non-profit organisations;
2. explain and illustrate:
   a. how marketing is integrated with other functional areas of business;
   b. the need for a marketing orientation in the competitive global business environment;
   c. the consequences of emerging information technologies for marketing strategy;
3. successfully design and plan the implementation of marketing plans and strategies;
4. critically evaluate case studies, identifying and analysing problems and then making recommendations for practical implementation;
5. apply marketing concepts, illustrating the importance of major marketing decisions;
6. communicate effectively, individually and in teams, in oral presentation and written forms using the concepts and terminology of the marketing discipline.

Proposed Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1. Assignment 1</td>
<td>15%</td>
<td>Week 3</td>
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<tr>
<td>2. Assignment 2</td>
<td>20%</td>
<td>Week 6</td>
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<tr>
<td>3. Assignment 3</td>
<td>30%</td>
<td>Week 9</td>
</tr>
<tr>
<td>Marketing Mix Project</td>
<td>35%</td>
<td>Week 13</td>
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Feedback

Staff Feedback

Students will be given feedback in the following forms in this course:

- written comments
- verbal comments,
- feedback to the whole class, to groups, to individuals
**Student Feedback**
ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

**Policies**
ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: [http://policies.anu.edu.au/](http://policies.anu.edu.au/)

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning
## COURSE SCHEDULE

<table>
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<tr>
<th>Week/Session</th>
<th>Summary of Activities</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>1</td>
<td>1. Welcome to the World of Marketing</td>
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<tr>
<td>2</td>
<td>2. Strategic Market Planning</td>
<td></td>
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<td>3</td>
<td>3. Thriving in the Marketing Environment</td>
<td>Assessment 1</td>
</tr>
<tr>
<td>4</td>
<td>4. Marketing Research</td>
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<td>5</td>
<td>5. Consumer Behaviour</td>
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<td>6</td>
<td>6. Business-to-business Markets</td>
<td>Assessment 2</td>
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<tr>
<td>7</td>
<td>7. Sharpening the Focus</td>
<td>Semester Break 1</td>
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<tr>
<td></td>
<td></td>
<td>Semester Break 2</td>
</tr>
<tr>
<td>8</td>
<td>8. Creating and Managing Products</td>
<td></td>
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<tr>
<td>9</td>
<td>9. Services and Other Intangibles</td>
<td>Assessment 3</td>
</tr>
<tr>
<td>10</td>
<td>10. Pricing the Product</td>
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</tbody>
</table>
| 11           | 11. Advertising, Consumer Sales Promotion and Public Relations  
               12. Trade Promotion, Data-driven Marketing and Personal Selling |            |
| 12           | 13. Online Marketing Communication and New Media  
               14. Delivering Value through Supply Chains and Logistics |            |
| 13           | Marketing Assignment Workshop | Marketing Mix Assessment |
|              | Examination period – no assessment due |            |
ASSESSMENT REQUIREMENTS

Assessment Tasks

Assessment Task 1: Assignment

**Details of task:** Students are to present an individual short written piece on a range of topics that will be available on Wattle

Further details of the project will be available on the Wattle LMS.

**Assessment Rubrics**
Word limit: 500-750 words
Value: 15%
Individual Assessment

Assessment Task 2: Assignment

**Details of task:** Students are to present an individual short written piece on a range of topics that will be available on Wattle

Further details of the project will be available on the Wattle LMS.

**Assessment Rubrics**
Word limit: 1000 words
Value: 20%
Individual Assessment

**Details of task:** Students are to present an individual short written piece on a range of topics that will be available on Wattle

Further details of the project will be available on the Wattle LMS.

Assessment Task 3: Assignment

**Details of task:** Students are to present an individual short written piece on a range of topics that will be available on Wattle

Further details of the project will be available on the Wattle LMS.

**Assessment Rubrics**
Word limit: 1500+ words
Value: 30%
Individual or Small Group Assessment (Pairs)

**Details of task:** Students are to present a short written piece on a range of topics that will be available on Wattle
Further details of the project will be available on the Wattle LMS.

Assessment Task 4: Marketing Mix Project

Details of task: Students are asked to deliver an individual or group project which outlines how they will apply the marketing mix concepts, framework and practical elements towards the marketing of the product outlined in the marketing mix proposal with specific attention to the marketing strategy and segment stated in the proposal.

Further details of the project will be available on the Wattle LMS after week 3.

Assessment Rubrics

Word limit (where applicable): 2500 +
Value: 35%
Individual or Group Task

Assignment submission
Online Submission: Assignments are submitted using the course Wattle site. Please keep a copy of the assignment for your records.

Extensions and penalties
Extensions will be handled according to RSM policy. Further details will be available on the Wattle LMS.

Returning assignments
Assessment will be returned via the Wattle LMS

Resubmission of assignments
No resubmission

Referencing requirements
State the requirements for referencing, and refer students to the appropriate College or School referencing guide or relevant convention.

Examination material or equipment

At this point in the document, you can insert reading lists, class activity specifications and other relevant information.

Workloads
Students taking this course are expected to commit at least 8 hours a week to completing the work.

This will include:

- Seminar attendance (3 hours)
- private study and preparations for class (3 hours)
- group work, assignments and research (2 hours)

**Prescribed Texts and Reference Materials**
Information about prescribed texts should match the information on the study@ site for the course.

Students are expected to own and use the textbook.

*Marketing: Real People, Real Choices, 3rd Edition.*

**Older editions of the textbook will not be suitable for this course.**

**Support for Students**
The University offers a number of support services for students. Information on these is available online from [http://students.anu.edu.au/studentlife/](http://students.anu.edu.au/studentlife/)