MKTG7001
Marketing

Course Description

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>Semester and Year</th>
<th>Semester 1, 2015</th>
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<tbody>
<tr>
<td>Course URL</td>
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<tr>
<td>Mode of Delivery</td>
<td>On campus, blended, online, off-campus fieldwork</td>
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<tr>
<td>Prerequisites</td>
<td>None</td>
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<tr>
<td>Incompatible Courses</td>
<td>None</td>
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<tr>
<td>Course Convener</td>
<td>Dr Andrew Hughes</td>
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<tr>
<td>Office Location:</td>
<td>2.21 New CBE Building</td>
</tr>
<tr>
<td>Phone:</td>
<td>6125 4872</td>
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<td>Email:</td>
<td><a href="mailto:andrew.hughes@anu.edu.au">andrew.hughes@anu.edu.au</a></td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>To be advised</td>
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<tr>
<td>Bio and research interests</td>
<td>Andrew Hughes is a lecturer in marketing in the Research School of Management, where he teaches at both undergraduate and postgraduate levels. He is considered to be one of the leading researchers in political marketing in</td>
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Australia and has given numerous interviews on marketing and political marketing to international and national television, print and internet outlets. His main areas of research include emotions in television advertising, branding, communications strategy, personal branding, sports marketing, and political and non-profit marketing.

| Student Administrators | Research School of Management  
| Room 1088  
| Level 1, LF Crisp Building 26  
| Mon. – Fri. 9am – 5pm |
COURSE OVERVIEW

Course 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:
   - how marketing is integrated with other functional areas of business;
   - the need for a marketing orientation in the competitive global business environment;
   - 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.

Research-Led Teaching
Marketing by its very nature is a constantly evolving discipline. Many of the areas of this course will undergo change during this course and this makes it essential for students to stay up to date as much as possible with what is going on in the business and marketing media and publications. I will try to highlight instances of this, especially in the areas I research in and have an interest about. But I will also do so from the base of my own knowledge of marketing theory and practice.

Continuous Improvement
We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback, design improvements from the previous version of the course include:

- Assessment rubrics have been designed to be more specific and focused so students can better prepare for assessment tasks.
- Condensed course information recordings.

Technology, Software, Equipment
Using social media sites to stay up to date with business and marketing news stories is a must – time to get that Twitter account active. For assignment writing I personally use a variety of playlists on soundcloud, spotify and other music and vid sites to help pass the hours, especially on weekends.

I would love to write something witty such as you will need to bring to class pirates, basket weaving materials and your own Hubble Telescope but alas…

Requisites
None
**Co-teaching**
There will be an online cohort and, as I write this, an in class cohort. Everyone will be completing the same assessment tasks but the in class cohort get the joy of my presence every fortnight. This will be confirmed on the course site though closer to the start time.

**Student Feedback**
All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university. For more information on student surveys at ANU and reports on feedback provided on ANU courses, visit [http://unistats.anu.edu.au/surveys/selt/students/](http://unistats.anu.edu.au/surveys/selt/students/) and [http://unistats.anu.edu.au/surveys/selt/results/learning/](http://unistats.anu.edu.au/surveys/selt/results/learning/)

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Activities/topics</th>
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<tbody>
<tr>
<td>1</td>
<td>Welcome to the World of Marketing</td>
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<td>2</td>
<td>Strategic Market Planning</td>
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<td>3</td>
<td>Thriving in the Marketing Environment</td>
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<td>4</td>
<td>Marketing Research</td>
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<td>5</td>
<td>Consumer Behaviour</td>
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<td>6</td>
<td>Sharpening the Focus</td>
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<td>7</td>
<td>Creating and Managing Products</td>
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<tr>
<td>8</td>
<td>Services and Other Intangibles</td>
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<tr>
<td>9</td>
<td>Pricing the Product</td>
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<td>10</td>
<td>Integrated Marketing Communications: Advertising, Consumer Sales Promotion, Public Relations, Personal Selling, Online, New Media and Sponsorship.</td>
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<tr>
<td>11</td>
<td>Delivering Value through Supply Chains and Logistics</td>
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Assessment Task 1: Discussion forum (online only)
Details of task:

Students will be required to participate in an online discussion forum on a given topic from weeks 2 to 11. The nature of the topic will vary according to the week and the cohort. Students will be marked on their levels of contribution to topics, critical analysis, engagement with other students and demonstrated levels of knowledge and application of marketing theory and practice.

A rubric will be placed online at the commencement of the course.

This item is completed individually. There is no set word count for contributions but they should be sufficient in length to meet the above criteria.

Assessment Task 1: Exam (blended only)
Details of task:

The exam is an assessment of your learning and understanding of key concepts in the course to the date where it is held, in this case sometime in the final exam period.
It is highly likely that the proposed format of the exam will be a closed book, short answer style questions, possibly mixed with a case study or final application of knowledge across the key learning outcomes of the course, but details will be released closer to the date and time.

It will be foolish to study for this item the night before as this item is examining your level of understanding and knowledge of marketing concepts accumulated from the commencement of the course.

Assessment Task 2: Proposal
Details of task:

Students will be required to complete an outline, similar to an Ansoff strategy matrix, of what strategy they will adopt in completing the marketing plan, the major assessment item for the semester.

After completing this proposal students will be assigned to either the individual or group marketing plan assignment discussion forum.

A rubric will be placed online at the commencement of the course.

This item is completed individually.

Word count should be between 500-1000 words.

Assessment Task 3: Article Critique
Details of task:

Students will be given a range of academic articles to choose from. They need to select one of these articles, and then critique that article using the rubric provided.

A rubric will be placed online at the commencement of the course.

This item is completed individually.

Word count should be between 1500-2000 words.

Assessment Task 4: Marketing Plan
Details of task:

Students will be given a range of companies to choose to do a marketing plan on, from large brands to doing their own start-up. They need to select one company and then complete a marketing plan on that company.

A rubric will be placed online at the commencement of the course.

This item is completed individually or in a group of up to 4. If students wish to choose a group to complete their assignment in they should use the group marketing plan assignment discussion forum. I will not be placing students in groups.

Word count should be between 3500-4000 words.
**Assignment Submission**
Assignments are submitted using the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. Please keep a copy of the assignment for your records.

The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University's approach to managing Academic Integrity. For additional information regarding Turnitin please visit ANU Online.

Assignments must include a cover sheet. Please keep a copy of tasks completed for your records.

**Extensions and Penalties**

Where an assignment is submitted after the due date, students are penalised by five (5) per cent of the possible marks available for the assessment task per working day or part thereof.

**Special consideration for assessments**

Students who are unable to submit their assignment by the due date may be eligible for an extension if supported by an application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment, or no later than three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.

**Returning Assignments**

All assignments will be returned electronically via Turnitin.

**Identify your Assignment with your Student Number only**

When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

**Use of Assignments as exemplars and grade moderation**

An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.
Scaling
Your final mark for the course will be based on the raw marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed or equal the scaled mark of that student), and may be either up or down.

Finalisation of Marks and Grades
After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:

Referencing Requirements
Referencing method used for this course is in-text referencing or also referred to as Harvard or Chicago. Whilst there is no penalty for foot noting or Oxford style, I discourage its use.

READING LISTS
Students are expected to own and use the textbook.
Older editions of the textbook will not be suitable for this course.

TUTORIAL AND/OR SEMINAR REGISTRATION
There is no tutorial or seminar signup for this course.

COMMUNICATION
Email
If necessary, the lecturers and tutors for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services’ office will also be sent to this email address.

Announcements
Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Course URLs
More information about this course may be found on:

• Programs and Courses (http://programsandcourses.anu.edu.au/2014/Catalogue )
• the College of Business and Economics website (http://cbe.anu.edu/courses) and
• Wattle (https://wattle.anu.edu.au), the University's online learning environment. Log on to Wattle using your student number and your ISIS password.

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: https://policies.anu.edu.au/ppl/index.htm.

Policy information on examinations and assessments can be found on the College of Business and Economics website at: http://cbe.anu.edu.au/students/student-information/examinations-assessment/

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