# MKTG 2004
## Marketing

| Mode of Delivery | On campus. This course uses a combination of lectures, workshops, films, tutorials, reading materials and student projects that contribute to helping student’s mastery of this topic area. The course structure aims to formally get students working together. Do not forget that a powerful source of learning is dialogue. Discuss and ask questions of your tutor and each other. |
| Prerequisites | None |
| Incompatible courses | None |
| Course Convener: | Dr George bell |

| Phone | 61254854 |
| Email: | George.bell@anu.edu.au |
| Office Location | P.A.P MORAN 1047 |
| Bio | **Practitioner experience** 21 years as a government marketing professional Department of Employment, Medicare, Medibank Private. |
| | **Teaching** 12 years as Lecturer at the ANU |
| | **Publications** 18 refereed Australian and international research papers (Conferences) |
| | **Research Interest**. Advertising evaluation, Social Marketing, Climate change, New Energy economy |
| | **Education** 3 Degrees in Marketing |
| | • BBus Marketing, |
Office hours for student consultation: Friday 10.00AM to 11.00AM or by appointment

Research Interests: Government advertising, communication evaluation, the new energy economy, flood and disaster communication

Tutor(s): Dr George Bell
Alex Tiege

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

Semester 2 2015


COURSE OVERVIEW
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; marketing information, research and analysis; industry analysis, marketing planning and competitive strategies; buyer behaviour in the consumer and business organisations, and decision making under conditions of high uncertainty and ambiguity.

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;
3. Explain and illustrate the need for a marketing orientation in the competitive global business environment;
4. Successfully design and plan the implementation of marketing plans and strategies;
5. Critically evaluate case studies, identifying and analysing problems and then making recommendations for practical implementation;
6. Apply marketing concepts, illustrating the importance of major marketing decisions; and
7. Communicate effectively, individually and in teams, in oral presentation and written forms using the concepts and terminology of the marketing discipline.
**Assessment Summary**

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
<th>Date for Return of Assessment</th>
<th>Linked Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Research essay (Individual)</td>
<td>10%</td>
<td>11.59PM Friday 14 August</td>
<td>28 August</td>
<td>LO 4,5,6</td>
</tr>
<tr>
<td>Major Research Essay (Individual)</td>
<td>20%</td>
<td>11.59PM Friday 25th September</td>
<td>9th October</td>
<td>LO 4, 5 and 6</td>
</tr>
<tr>
<td>Final Essay (Group Optional 1-4)</td>
<td>30%</td>
<td>23rd October</td>
<td></td>
<td>LO 1,2,3 and 7</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
<td>TBA</td>
<td>TBA</td>
<td>LO 1-6</td>
</tr>
</tbody>
</table>

**Research-Led Teaching**

Students in this course will be exposed to the research led theory that underpins the entire discipline of marketing communication.

**Feedback**

**Staff Feedback**

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

- Individual feedback on the major research essay/Marketing Plan.
- The Tutorial tasks will receive verbal comments to the individual and summary feedback to the whole class.
- The Tutorial presentations will get feedback in a combination of student review and tutor assessment.

**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.


**Workloads**

Students taking this course are expected to commit at least 12 hours a week to completing the work. This will include:

- 13X2 hours of lectures/workshops
- 12X 1hour workshops

**Work outside of class:** The structure of this subject assumes that students take responsibility for their own learning. To facilitate this, students are expected to contribute at least 6-8 hours per week to their own “study time” - starting week 1 of semester. This is in excess of the time spent in formal class and preparation of assessments. Active participation in the subject will significantly benefit your learning and enjoyment.

**Team Work:** Please note that the Major Communication plan is a team assignment. It is the group’s responsibility to ensure that everyone contributes to the project. The “real life” nature of this assessment makes it even more important for everyone to contribute fairly and in a professional manner. Do start this work early and ensure that members of the team are aware of their obligations from the outset. Bear in mind that group dynamics and group work can be time consuming - ensure that your team is managed appropriately.
**Lectures/workshops**

**Lectures.** There will be 13 x two hour lecture/workshops per week. Prior to attending lectures students should have read the relevant section of Solomon and Hughes et.al. (2013). Lectures are not a substitute for preparation and reading of materials; they assist in the learning process. Lectures will be based substantially on the prescribed text. However, some lectures will go beyond the content of the text. The task of the lecture is to highlight the key areas of the text and supplement this with the lecturers’ research and experience. Students are therefore required to read the appropriate chapters before the lecture. Selected overheads may be made available through the subject website. Students are encouraged to take copies, but should not consider this as a substitute for attending lectures, as they represent only a small portion of the material covered in the lecture.

**Workshops/Tutorials** There will be 12 X 1 hour workshops which will involve students working on case studies and exercises. Each week’s task may be to analyse and discuss solutions to the workshop exercises. The tutor will provide guidance every week to each workshop. The workshops will be different every week which will allow students to learn from other students. These exercises will help students with the elements of the subject assessment.

To gain value from the workshops you must prepare for the specified workshop questions prior to the workshop. Time permitting, these questions will be discussed during the class - if all questions are not covered in the workshop session then it is the student’s responsibility to ensure that they are completed outside of class time. Students are advised to keep up with their reading (the recommended chapters in the text book and as detailed in this subject outline as an essential minimum).

**Tutorial and/or Seminar Registration**

Tutorial and/or Seminar signup for this course will be done via the Wattle website. Detailed information about signup times will be provided on Wattle or during your first lecture. When tutorials are available for enrolment, follow these steps:

1. Log on to Wattle, and go to the course site.
2. Click on the link “Tutorial signup here”
3. On the right of the screen, click on the tab “Become Member of ……” for the tutorial class you wish to enter.
4. Confirm your choice

If you need to change your enrolment, you will be able to do so by clicking on the tab “Leave group…” and then re-enrol in another group. You will not be able to enrol in groups that have reached their maximum number. Please note that enrolment in ISIS must be finalised for you to have access to Wattle.

**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 [Academic Misconduct Rules 2014](http://policies.anu.edu.au/student-assessment/academic-misconduct-rules) before the commencement of their course.


Other key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations
COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week/ Session</th>
<th>Lectures</th>
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</thead>
<tbody>
<tr>
<td>1 W/C 20 July</td>
<td>Welcome to Marketing</td>
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<tr>
<td>2 W/C 27 July</td>
<td>Strategic Market Planning</td>
</tr>
<tr>
<td>3 W/C 3 August</td>
<td>Thriving in the Market Environment</td>
</tr>
<tr>
<td>4 W/C 10 August</td>
<td>Market Research</td>
</tr>
<tr>
<td>5 W/C 17 August</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>6 W/C 24 August</td>
<td>Sharpening the Focus</td>
</tr>
<tr>
<td>7 W/C 1 September</td>
<td>Creating and Managing Products</td>
</tr>
<tr>
<td>8 W/C 21 September</td>
<td>Services and other Intangibles</td>
</tr>
<tr>
<td>9 W/C 28 September</td>
<td>Pricing the Product</td>
</tr>
<tr>
<td>10 W/C 5 October</td>
<td>Advertising, Consumer Sales Promotion, Public Relations</td>
</tr>
<tr>
<td>11 W/C 12 October</td>
<td>Trade Promotion, Data driven marketing, Direct Selling</td>
</tr>
<tr>
<td>12 W/C 19 October</td>
<td>Online Marketing Communication and new Media</td>
</tr>
<tr>
<td>13 W/C 26 October</td>
<td>Delivering Value through Supply Chains and Logistics</td>
</tr>
<tr>
<td></td>
<td>Examination period</td>
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</tbody>
</table>

ASSESSMENT REQUIREMENTS

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 the [ANU Online website](#).

Students may choose not to submit assessment items through Turnitin. In this instance you will be required to submit, alongside the assessment item itself, copies of all references included in the assessment item.

**Assessment Task 1: Minor Essay Question**

**Details of task:**

Students will be assigned a short essay style answer to two questions (5% each). This preliminary assessment task is designed to introduce you to the stylistic requirements of the subject, and provide guidance, feedback and direction for your second assessment task.

Solo, 10%, up to 1000 words

**Assessment Task 2: Short Essay**

**Details of task:**

Students will be assigned a specific topic based on a journal paper. This assignment will require the conduct of secondary research via literature reviews, journal articles, academic sources, Google Scholar and related approaches. The purpose of this task is to address the development, refinement and retention of academic research skills.

Students will be required to read, review and critique the paper, along with the conduct of their own research to develop a broader literature review to address the question.

Questions, marks rubrics and guidance will be provided on Wattle.

Solo, 20%, up to 2000 words
Assessment Task 3: Final Essay
Details of task:

Students will be required to undertake a significant research orientated project to address a specific question. Questions and marking rubrics will be provided on Wattle. The purpose of the essay is to read widely on the subject area, review a range of research articles and practical case studies to prepare an answer to the specific essay topic. This preparation will also assist in the development of a broad knowledge base to be applied in the exam.

Group, 30%, up to 3000 words
Groups may consist of between 1 and 4 people.

Examination(s) 40%
Three hour exam in examination period

Assignment submission

Online Submission:
Assignments are submitted using Turnitin in the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. You will be required to electronically sign a declaration as part of the submission of your assignment. Please keep a copy of the assignment for your records.

Extensions and penalties
Extensions and late submission of assessment pieces are covered by the Student Assessment (Coursework) Policy and Procedure.

You may be granted extensions for assessment pieces that are not examinations or take-home examinations by applying for special consideration.

Special consideration for assessments

Students who are unable to submit their assessment 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. In exceptional circumstances applications for an extension may be accepted up to 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 must be submitted online at special.consideration@anu.edu.au. You will be notified by your lecturer if an extension has been approved.

Late submission of assessment tasks without an extension are penalised at the rate of 5% of the possible marks available per working day or part thereof. Late submission of assessment tasks is not accepted after 10 working days after the due date, or on or after the date specified in the course outline for the return of the assessment item.
**Referencing Requirements**
Formal referencing is required. Any format, Harvard, Oxford, Cambridge, Moderna Light, Cerulean Blue or APA is acceptable. If you fail to reference, you will be failed. If you plagiarise, you will be failed for being so woefully incapable of cheating when there’s a text matching software package applied to everything you submit online. Put some effort in if you’re going to be so ill considered as to attempt to defraud the system.

**Reading Lists**
Buy, lease or borrow the textbook and read it.


**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/)