MARKETING MKTG-7001

Semester 1 2016  6 Units  Online Delivery

Modified 09/02/2016

CONTACT INFORMATION

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Phone: 02 6125 7284
Website: https://www.cbe.anu.edu.au/staff/staff/people/?profile=Adnan-Yusuf&tab=research
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Office Hours:

Wednesday, 3:00 PM to 5:00 PM, Phone: 02 6215 7284
Please send an email to make an appointment for consultation.

Research School of Management: STUDENT OFFICE

Email: enquiries.rsm@anu.edu.au (mailto:enquiries.rsm@anu.edu.au)
Office: Room 1088, Level 1, LF Crisp Building 26
Website: https://www.rsm.anu.edu.au/ (https://www.rsm.anu.edu.au/)
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02 6125 9839

College of Business and Economics: STUDENT OFFICE

Email: info.cbe@anu.edu.au (mailto:info.cbe@anu.edu.au)
Office: Level 2, Building 26C
Phone:
1300 732 120 Within Australia
+612 6125 3807 International
Tutor: Mr. Ayman Malik

Email: ayman.malik@anu.edu.au
Ayman Malik is your online tutor.

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.

Requisites

The Semester 1 classes (both online and on campus modes) are only available to students studying in Australia.

International students who wish to enrol in the online course should confirm that visa conditions allow them to do so. Generally international students can complete no more than 25% of their program by distance and/or online learning. For example, for a two year program of 16 courses, no more than four courses can be completed online. If you have any questions please seek program advice from the College.

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.

SCHEDULE

THIS COURSE OUTLINE OF MKTG7001 IS FOR ONLINE STUDENTS, ONLY.

Please note that assessments are different for on-campus students. If you are an on-campus student, please refer to the course outline for on-campus students.
Research-led teaching:

This course endeavors to introduce principles, perspectives and caveats associated with the field of marketing. To that end, the approach in this course is to incorporate marketing-related examples, trends and developments that derive from academic research but with a focus on the latest in industry’s or practitioner’s approach.

Marketing by its very nature is a constantly evolving discipline. To that end, I will try to highlight instances of this from the base of my own knowledge of marketing theory and practice, especially in the areas I research in and/or am interested in. Students are also advised to keep themselves acquainted with the happenings in the world of marketing practice, marketing media and publications.

Staff feedback:

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

- Written feedback on the online discussion exercises will be provided by the tutor.
- Written comments will be provided on all the assessment tasks. Summary of marks will be provided on Wattle.
- Written feedback will be provided on final project reports. An overall summary of project marks will be provided on Wattle.

Online Discussion Forum:

Students should endeavor to participate in the online discussion forums. Online discussion forums give students opportunities to actively interact with the materials presented and with the other students so as to enhance their learning experience through engagement.

Students will be given a topic for online discussion from weeks 2 to 11. Students will not be marked on their contribution to the online discussions, however, the purpose of the discussion forum is to keep you engaged with the course and with other students. This task will enhance your level of marketing knowledge, and will also help you prepare in demonstrating application of marketing theory and practice for your assessment tasks.

Your tutor will keep an eye on the discussions and will provide you with regular feedback on your contributions. Your tutor will also answer any questions that you have on the ongoing discussions.

Online discussion forum etiquette:

- In their discussions, students are expected to take responsibility for their own learning approach.

- Students are expected to show respect towards their colleagues, the lecturers, and fellow students who may participate in this course.

Students are most welcome to contact personally the lecturer in case of problems regarding the discussions. Students can contact the lecturer by email or phone. Email communication is preferred by the lecturer.

As additional learning support material, recordings of the weekly seminars delivered to the Campus students will be made available to the Online students on the course Wattle website.
<table>
<thead>
<tr>
<th>When</th>
<th>Topic</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Seminar</td>
<td>Marketing: Creating and Capturing Customer Value</td>
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<tr>
<td>Recording</td>
<td>Week#1 16/02/2016 4:00 PM - 7:00 PM Wattle Course Website</td>
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<tr>
<td>Seminar</td>
<td>Company and Marketing Strategy: Partnering to Build Customer Satisfaction</td>
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<tr>
<td>Recording</td>
<td>Week#2 23/02/2016 4:00 PM - 7:00 PM Wattle Course Website</td>
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<td>Seminar</td>
<td>The Marketplace and Customers: Analysing the Environment</td>
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<tr>
<td>Recording</td>
<td>Week#3 01/03/2016 4:00 PM - 7:00 PM Wattle Course Website</td>
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<tr>
<td>Seminar</td>
<td>Managing Marketing Information: Gaining Customer Insights</td>
<td>Mon 7 Mar @ 8:59 AM</td>
</tr>
<tr>
<td>Recording</td>
<td>Week#4 08/03/2016 4:00 PM - 7:00 PM Wattle Course Website</td>
<td>Submit 1-page proposal for Marketing Plan, and finalize group members.</td>
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<tr>
<td>Seminar</td>
<td>Buyer Behaviour: Understanding Consumer and Business Buyers</td>
<td>Mon 14 Mar @ 8:59 AM</td>
</tr>
<tr>
<td>Recording</td>
<td>Week#5 15/03/2016 4:00 PM - 7:00 PM Wattle Course Website</td>
<td>Submit Essay</td>
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<td>When</td>
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<tr>
<td>Seminar</td>
<td>Customers Segments: Creating Value for Target Customers</td>
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<td>Recording</td>
<td>Week#6</td>
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<td>22/03/2016</td>
<td>4:00 PM - 7:00 PM</td>
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<tr>
<td>Seminar</td>
<td>Products, Services and Brands: Offering Customer Value &amp; New-Products: Developing and Managing Innovation</td>
<td>Mon 28 Mar @ 8:59 AM</td>
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<tr>
<td>Recording</td>
<td>Week#7</td>
<td>Submit Article Critique</td>
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<tr>
<td>29/03/2016</td>
<td>4:00 PM - 7:00 PM</td>
<td>Practice online Quiz during the week</td>
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<td>Wattle Course</td>
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<tr>
<td>Seminar</td>
<td>Pricing: Capturing Customer Value</td>
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<td>Recording</td>
<td>Week#8</td>
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<tr>
<td>19/04/2016</td>
<td>4:00 PM - 7:00 PM</td>
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<td>Wattle Course</td>
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<tr>
<td>Seminar</td>
<td>Placement: Customer Value Fulfilment</td>
<td>Tues 26 Apr @ 11:59 PM</td>
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<tr>
<td>Recording</td>
<td>Week#9</td>
<td>Short Answer and MCQ Quiz</td>
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<tr>
<td>26/04/2016</td>
<td>4:00 PM - 7:00 PM</td>
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<td>Wattle Course</td>
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<tr>
<td>Seminar</td>
<td>Advertising and Public Relations: Communicating Customer Value</td>
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<td>Recording</td>
<td>Week#10</td>
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<tr>
<td>03/05/2016</td>
<td>4:00 PM - 7:00 PM</td>
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<tr>
<td>Seminar</td>
<td>Selling and Sales Promotion: Creating Value in Relationships</td>
<td>Mon 9 May @ 8:59 AM</td>
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<tr>
<td>Recording</td>
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<td>Submit Marketing Plan</td>
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<td>Week#11/10/05</td>
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<td>4:00 PM - 7:00 PM</td>
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<td>Wattle Course</td>
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<td>Website</td>
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<tr>
<td>Seminar</td>
<td>Direct and Digital Marketing: Building One-to-One Customer Relationships &amp; Sustainable Marketing: Valuing Social Responsibility</td>
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<td>Recording</td>
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<td>Week#12/17/05</td>
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<td>Website</td>
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<td>Seminar</td>
<td>Course Review</td>
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<td>Recording</td>
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<td>Week#13/24/05</td>
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<td>Website</td>
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**MATERIALS**

Students are expected to own and use the following textbook.


Summary

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Essay</td>
<td>15%</td>
<td>1, 2, 5 &amp; 6</td>
<td><strong>Due date:</strong> Monday, 14 March @ 8:59 AM</td>
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<tr>
<td></td>
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<td><strong>Form of submission:</strong> Written, through <em>Turnitin</em></td>
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<td><strong>Compulsory assessment:</strong> Yes</td>
</tr>
<tr>
<td>Article Critique</td>
<td>20%</td>
<td>4, 5 &amp; 6</td>
<td><strong>Due date:</strong> Monday, 28 March @ 8:59 AM</td>
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<td><strong>Form of submission:</strong> Written, through <em>Turnitin</em></td>
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<td><strong>Compulsory assessment:</strong> Yes</td>
</tr>
<tr>
<td>Online Quiz</td>
<td>25%</td>
<td>1, 2, 4, 5 &amp; 6</td>
<td><strong>Due date:</strong> Tuesday, 26 April @ 11:59 PM</td>
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<td><strong>Form of submission:</strong> Written, through <em>Wattle</em></td>
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<td><strong>Compulsory assessment:</strong> Yes</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>40%</td>
<td>1, 2, 3, 4, 5, &amp; 6</td>
<td><strong>Due date:</strong> Monday, 9 May @ 8:59 AM</td>
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<td><strong>Form of submission:</strong> Written, through <em>Turnitin</em></td>
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<td><strong>Compulsory assessment:</strong> Yes</td>
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Grading Scale

According to the ANU policy on assessment (https://policies.anu.edu.au/ppl/document/ANUP_004603), the standards that apply to High Distinction, Distinction, Credit and Pass in all coursework courses are as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>HD</td>
<td>80-100%</td>
<td>Work of exceptional quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>D</td>
<td>70-79%</td>
<td>Work of superior quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
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</table>
**Grade Range Notes**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>C</td>
<td>60-69%</td>
<td>Work of good quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>P</td>
<td>50-59%</td>
<td>Work of satisfactory quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>N</td>
<td>0-49%</td>
<td>Work in which the attainment of learning outcomes at or above the relevant qualification level has not been demonstrated</td>
</tr>
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</table>

**ASSESSMENT ITEMS**

**Essay: Marketing Theory and Practice**

**Details of task:**

This assessment task is designed to introduce you to the stylistic requirements of the subject, and to provide guidance, feedback and direction for your future assignment tasks. Students will be required to prepare a formal written essay in response to a question. Students are expected to use references to marketing theory, citations from academic texts, journal articles and books to support your arguments. Students will be marked on demonstrated levels of knowledge and application of marketing theory and practice to the question asked.

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

This item is completed individually.

**Word limit:**

1,000 words

**Submission date:**

Monday, 14 March @ 8:59 AM

**Due date of assessment:**

Friday, 26 March 2016

**Article Critique: Critical Evaluation of an Academic Article on Marketing**

**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.
Online Quiz: Short Answers and MCQs

Details of task:

This Quiz is an assessment of your learning and understanding of key concepts in the course to the date where it is held, in this case Week 9 of the course.

The format of the quiz will be a mix of short answer style questions with MCQs. The quiz will assess your 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.

I will give you a practice quiz with a very similar format in Week 7.

Word limit:

*Short Answer Questions*: 150 words for each question

*MCQs*: Not Applicable

Submission date:

Tuesday, 26 April @ 11:59 PM

Due date of assessment:

Friday, 6 May 2016

Marketing Plan: Existing brand or start-up company

Details of task:

Students may choose from a range of companies to develop their marketing plan. Students will have a choice to do a marketing plan for an existing brand or to develop a marketing plan for their own start-up. Students need to select one company and then complete a marketing plan on that company.

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.
A rubric will be placed online at the commencement of the course. Students are expected to submit 1-page proposal for their Marketing Plan, including:

- the name of the company that they want to do the Marketing Plan on,
- proposed Table of Contents of their Marketing Plan, and
- names of the group members (if applicable)

1-Page proposals are due on Monday 7 March @ 8:59 AM. Students will not be assessed the 1-page proposal but will receive feedback to help them structure their Marketing Plan.

**Word count:**

3,000 words (excluding appendices and references).

**Submission date:**

Monday, 9 May @ 8:59 AM

**Due date of assessment:**

Friday, 27 May 2016

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**COURSE EXPECTATIONS**

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**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.

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**Tutorial and/or Seminar registration**

Tutorial and/or Seminar registration is done through the course Wattle page. Detailed information about sign-up times will be provided on Wattle or during the first lecture by the course convener.

When tutorials/seminars are available for enrolment:

1. Log-on to Wattle, and go to the course site.
2. Click on "Tutorial sign-up here" link
3. On the right of the screen, click "Become Member of ..." for the tutorial/seminar class you wish to enrol in.
4. Confirm your choice.

If you need to change your enrolment, click 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 your enrolment in ISIS must be finalised for you to have Wattle access.
Extensions and penalties


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

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 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.

If a course convener determines that late submission of assessment tasks is not accepted for a coursework course, this information is included in the course outline.

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 (cdn-cgi/l/email-protection#a3d0d3c6c0ac2cf8dc0cccd0cac7c6d1c2d7caaccde3c2cdd68dc6c7d68dc2d6). You will be notified by your lecturer if an extension has been approved.

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.

Resubmission of assignments

You are allowed to resubmit your assignments before the specific deadlines. Any submission done after the deadline will be considered as a late submission and the above
listed penalty conditions will apply.

Returning assignments

All assignments will be marked and where appropriate feedback will be provided either:

- in class, or
- in person by appointment with the course lecturer, or
- via the course Wattle site.

Referencing requirements

See any specific requirements under Assessment Items.

The Harvard or Oxford referencing styles are to be used. Links to documentation on proper referencing methods are available on the course website or from the Academic Skills website: https://academicskills.anu.edu.au/resources/handouts/referencing-basics (https://academicskills.anu.edu.au/resources/handouts/referencing-basics)

Deferred examinations

A deferred examination is the sitting of an examination at a time other than the scheduled time/date.

Wherever possible a student should sit their examination at the prescribed time, and if necessary apply for special assessment consideration (http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration) for the marking of the examination. To apply for a deferred examination:

- Scan and attach all supporting documentation
- Email to examinations.officer@anu.edu.au (mailto:examinations.officer@anu.edu.au)

Submit completed application no later than three working days after the scheduled examination.

Decisions on applications relating to final examinations are made by the Examinations Office.

After receiving notification that a deferred examination has been granted, it is the responsibility of the student to confirm the date/time/location for that examination with the relevant ANU College or School.

Finalisation of Marks and Grades

Your final mark for the course will be based on the raw marks allocated for each of your
assessment items. However, your final mark may not be the same number as produce 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 the scaled mark of that student), and may be either up or down.

**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.

**ANU 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)

Key policies include:

- Code of Practice for Student Academic Integrity
- Student Assessment (Coursework) Policy and Procedure
- Undergraduate Award Rules
- Graduate Award Rules
- Student Surveys and Evaluations Policy

**Academic Integrity**

Students are expected to have read the ANU’s [Code of Practice for Student Academic Integrity](https://policies.anu.edu.au/ppl/document/ANUP_000392) before the commencement of their course.

The following is an extract from the Code of Practice for Student Academic Integrity:

Any work by a student of the Australian National University must be work:

- that is original
- that is produced for the purposes of a particular assessment task
- that gives appropriate acknowledgement of the ideas, scholarship and intellectual property of others insofar as these have been used.

It is the responsibility of each individual student to ensure that:

- they are familiar with the expectations for academic integrity both in general, and in the specific context of particular disciplines or courses
- work submitted for assessment is genuine and original
- appropriate acknowledgement and citation is given to the work of others
- they declare their understanding of and compliance with the principles of academic integrity on appropriate *pro formas* and cover sheets as required by
the academic area, or by a statement prefacing or attached to a thesis
• they do not knowingly assist other students in academically dishonest practice.

All breaches, careless or deliberate, are addressed. Careless breaches are addressed through academic penalties, such as deduction of marks and resubmission. Deliberate breaches are subject to action under the *Discipline Rules* of the ANU (http://about.anu.edu.au/__documents/rules/disciplinerules.pdf).

Penalties for a deliberate breach may include failing the piece of work involved, failing the course, or having candidature terminated.

Further information can be found at http://academichonesty.anu.edu.au/ (http://academichonesty.anu.edu.au/)

### Assessment Requirements

Where possible, assessment items are submitted online through Turnitin. 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 (http://online.anu.edu.au/help_support/turnitin (http://online.anu.edu.au/help_support /turnitin)).

### 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.


### Student Support Services

Students experiencing academic or personal problems are welcome to discuss these with any member of the Faculty or to utilise the ANU’s student support services links to which can be found at http://students.anu.edu.au/ (http://students.anu.edu.au/), including:

• the Counselling Centre at http://counselling.anu.edu.au/
Library

- Information about the library can be found at http://anulib.anu.edu.au
- Opening hours can be accessed at http://anulib.anu.edu.au/using-the-library/opening-hours/
- For free training in information skills and computer skills see http://anulib.anu.edu.au/research-learn