

Subject Title	Principles of Marketing
Subject Code	MKT100
Lecture/Tutorial Hours	44
Self Study Hours	55

Rationale

In the course of an ordinary day we encounter hundreds, even thousands of marketing efforts brought to us by professional marketers, and we are the targets of countless marketing communications campaigns. This subject (unit of study) will introduce you to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Marketers work to bring about exchanges that will simultaneously satisfy our needs and the needs of their organisations. We will examine the evolution of marketing theory and the environment in which it operates. We will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. We will introduce you to the ways in which marketers develop the elements of the marketing mix. This subject will enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.

Aim

This subject explains and demonstrates the basic knowledge and concepts of marketing with particular attention paid to the specific characteristics of service industries such as the hospitality industry, tourism, events, sports and retail.

Teaching and Learning Strategy

The subject consists of formal lectures, class discussion tutorials, analysis of case studies, self study, class debate tutorials and the preparation of a syndicate group assignment and presentation, linking theory to practice. During this unit students will learn to describe the concepts of positioning and competitive advantage together with the concept of product development. They will understand how to select appropriate pricing, distribution and promotion strategies.

Learning Outcomes

- 1 Understand the concept of marketing
- 2 Analyse the external and internal marketing environment

- 3 Segment the market and identify target markets
- 4 Identify the key factors in the consumer decision making process
- 5 Pitch a marketing proposal with confidence and authority
- 6 Create a simple marketing plan using all the elements of the marketing mix

Graduate Attributes and Employability Skills

- Work-ready with the intellectual rigour to make effective contributions to their discipline and/or profession
- Effective communicators of knowledge, ideas and opinions within and across professional and cultural boundaries
- Innovative, strategic and critical thinkers with highly developed leadership and problem-solving skills
- Independent, self-directed and lifelong learners, reflective in their practice
- Able to work collaboratively within and across teams

Reading Materials

Prescribed

Lamb, C., Hair, J., McDaniel, C., Summers, J., & Gardiner, M. (2013). *MKTG2*. (2nd Asia-Pacific ed.). South Melbourne, Vic: Cengage.

ISBN: 9780170193566

Call Number: 658.8 MKT

Week by Week Programme

WEEK 1 - An overview of marketing

Lecture Content

- Introduction to marketing concepts

Tutorial Content

- Brief assessment task # 1
- Introduce Cengage online quizzes to students

Readings

- Textbook: Chapter 1 & 14

Learning Outcomes

- 1 Understand the concept of marketing

WEEK 2 - The marketing environment

Lecture Content

- Marketing in the Australian environment

Tutorial Content

- Ethics, consumer standards, legislative environment

Activities

- Quiz #1

Readings

- Textbook Ch 2

Learning Outcomes

- 1 Understand the concept of marketing

WEEK 3 - Consumer behaviour

Lecture Content

- The consumer decision making process

Tutorial Content

- Individual assignment one page due

Activities

- Primary research interview and write personal profile

Readings

- Textbook Ch 3

WEEK 4 - Segmentation and target markets

Lecture Content

- Segmentation techniques and theory
- Developing target markets
- Positioning

Tutorial Content

- Individual assignment briefing review
- Bundaberg Rum Case Study - positioning and segmentation

Readings

- Textbook Ch 5

WEEK 5 - Marketing Mix - Promotion

Lecture Content

- Integrated marketing communications and the promotion mix

Tutorial Content

- Group assessment task brief - The Pitch

Activities

- Quiz #2

Readings

- Textbook Ch 10 & 11

WEEK 6 - Marketing information Systems

Lecture Content

- Market research
- Marketing information systems
- Decision support systems

Tutorial Content

- Travel industry research and application of consumer decision making process

Readings

- Textbook Ch 6

WEEK 7 - Marketing Mix - Products & Services

Lecture Content

- Product development
- Product Life Cycle
- Difference between products & services

Tutorial Content

- Branding, perception and positioning workshop

Readings

- Textbook Ch 7

WEEK 8 - Marketing Mix - Products

Lecture Content

- Developing and managing products
- Product diffusion

Activities

- Group assessment presentations - The Pitch

Readings

- Textbook Ch 8

ASSESSMENT DUE: Group Assignment

- Description: The Pitch
- Weighting: 25.00%
- Instructions: Class presentation in tutorial as a group. PowerPoint to be submitted electronically.

WEEK 9 - The Marketing Mix - Pricing

Lecture Content

- Pricing concepts and strategy
- Pricing tactics

Tutorial Content

- Pricing case studies
- Individual assignments due

Activities

- Quiz # 3

Readings

- Textbook Ch 12

ASSESSMENT DUE: Individual Assignment

- Description: Research, analysis, segmentation & positioning
- Weighting: 25.00%
- Instructions: Submit in tutorial as indicated

WEEK 10 - The Marketing Mix - Distribution

Lecture Content

- Marketing channels and logistics
- Distribution strategy & tactics

Tutorial Content

- Exam briefing and revision plan
- Distribution case studies

Readings

- Textbook Ch 9

WEEK 11 - The Marketing Mix in total

Lecture Content

- Bringing it together - product, price, distribution and promotion

Tutorial Content

- Content review
- Exam preparation

Readings

- Review all chapters and relevant online quizzes

ASSESSMENT

Student Assessment

Exams will take place in weeks 12 & 13. Please refer to the official Exam Timetable for further information.

The purpose of the assessment tasks is to demonstrate that you have met the learning objectives as set out above. Informal questioning will be used frequently during lectures and tutorials to provide feedback to students on their current level of learning and to highlight areas for development. A final exam will assess your overall assimilation of subject concepts.

Assignment briefs will be available in class as indicated and then on Moodle.

The overall assessment program is the following:

No	Assessment	Issued	Due	Weighting	Type	Outcomes
1	Research, analysis, segmentation & positioning	Week 1	Week 9	25.00%	Individual Assignment	1,2,4,6
2	The Pitch	Week 5	Week 8	25.00%	Group Assignment	1,3,5
3	Final Examination	Week 1	Exam Week/s	50.00%	Final Exam	1,2,3,4

Learning Management System - Moodle

You have access to all subject notes on the learning management system (LMS) Moodle. To access your subjects through Moodle please go to: <http://lms.icms.edu.au>

Instructions to Students

You are required to prepare for assessments by reading the subject matter in subject notes, handouts and readings. Class work and practical application of theory assist in reinforcing the importance of this subjects topics. You are required to participate in class discussions and activities.

Academic Integrity

The ICMS community depends upon shared academic standards. Plagiarism, cheating and collusion are regarded as a serious breach of the academic standards of ICMS. Academic dishonesty in any form by a student represents an impairment of these standards. If any academic dishonesty occurs, such as cheating in an examination, the student will automatically receive a fail grade for the subject and also be reported to the Registrar for disciplinary action and other penalties as outlined in the Academic Handbook.

Assessment Objectives

The assessments are designed to assess your:

- understanding of concepts/principles discussed in the subject
- ability to apply the concepts and logic thereof
- ability to develop and support an argument/position
- ability to analyse, critique and think
- ability to identify enhancements to strategies, systems and practices discussed in the subject

Engagement will be based on your:

- ability to work as part of a team if there are group assignments
- individual involvement during lecturers/tutorials
- respectful conduct and interaction with others

Assessment Criteria

The individual assignment will have specific questions that will need to be specifically answered. More generally however, the following main criteria will apply when marking assignments:

- relevance of answers to questions
- evidence of reading and research
- description and understanding of the concepts used (accurate, coherent, unambiguous)
- clarity of communication (marked down for irrelevant discussion or padding)
- logical and justifiable argument or position

The following criteria will also be considered:

- all references and quotations to be acknowledged as per the ICMS style guide
- correct expression (spelling, grammar)
- academic integrity, i.e., originality of the work (plagiarism is an automatic fail)
- respect of minimum and maximum word length where appropriate (aim for quality, not for quantity)

Feedback and Evaluation

The feedback and evaluation will normally take place within seven days of submission of assignments and marks will be posted on Moodle. In the case of large classes, feedback may take up to, but no later than, fourteen days. Grades will be given as a letter denoting the level achieved.

(High Distinction - H.D. | Distinction D | Credit C | Pass P | Fail F)

Submitting Assessment Tasks

An ICMS assignment cover sheet MUST be attached to each piece of written assessment and filled out with complete details. You can obtain the ICMS assignment cover sheet from the student website. There is also a copy attached to the Subject Outline.

All work submitted must be in both soft and hard copy by the due date and time.

ICMS Grading in this Subject

The Academic Senate at ICMS has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardized numerical mark (SNM).

Your final SNM and grade will be determined using a two-stage process. The first stage is an assessment of performance on individual assessment tasks against the identified criteria and standards. The second stage is an assessment of overall performance in the Subject, including all requirements, activities and assessment tasks.

Final grades to describe achievement will be awarded on the basis of your overall performance and the extent to which you demonstrate fulfilment of the learning outcomes.

The relationship between SNMs and Final Grades is shown in the table below.

Standardised Mark (%)	Grade	Grade Point
85 - 100	HD	4.0
75 - 84	D	4.0
65 - 74	C	3.0
50 - 64	P	2.0
0 - 49	F	0.0

HIGH DISTINCTION	Denotes performance which meets all subject outcomes in such an exceptional way and with such marked excellence that it deserves the highest level of recognition
DISTINCTION	Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the subject
CREDIT	Denotes performance which is substantially better than would normally be expected of competent students in the subject
PASS	Denotes performance which satisfies subject outcomes
FAIL	Denotes performance which does not meet subject objectives

Performance Level

To complete this subject satisfactorily you must:

- Attend all lectures and tutorials
- Actively participate in the tutorial classes and presentations
- Read widely - including but not limited to the readings specified each week
- Complete all specified learning activities, assessment tasks and homework tasks
- Submit all assessment tasks on or before the due date
- Demonstrate satisfactory involvement in the group assignment



Student Declaration

Student Name:
Student No:
Subject Code:
Subject Name:
Lecturer/Tutor:
Assignment Title:
Word Count:
Due Date:
I am aware of ICMS policy on plagiarism as stated in the ICMS Student Handbook. This assignment does not breach those requirements nor has it been previously submitted for assessment contributing to any other subject or course. The ideas and information that are not mine have been referenced accordingly.
Signed: