

BMA151/251
Principles of Marketing

Semester 5, 2008

This unit will be offered in:

Hobart

The lecturing team responsible for this unit are:

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<http://www.utas.edu.au/mgmt/student.htm>

Introduction to the Unit

Whether or not you realise it, you are surrounded by the activities of marketing. When you tune in to television or pick up your favourite magazine, you are involved in marketing. Each time you enter a shopping complex, go online or visit a cinema, you are involved in marketing. And when you visit the dentist, have your hair cut or decide which holiday package to take, you are involved in marketing. So, in this unit we explore the basic principles and concepts which underpin the practice of marketing so that you can develop a solid grounding for later study in marketing. That grounding will also be of real value to you even if you do not go on to further study in marketing, but start your career in other areas of the business world instead. By applying a framework to the marketing practices which surround you, and therefore by becoming able to understand what marketing is about, and how central it is in many business decisions, you will gain an edge over those who do not have similar knowledge.

During this unit you will, for example, learn about concepts and issues surrounding why people buy the things that they do, what forces constrain and shape a marketer's activities, and you will meet the 4Ps of marketing (product, price, place and promotion), known as the marketing mix. These and other topics are all developed in more depth in specialist units offered, such as Consumer Behaviour, Services Marketing and Marketing Communications. As a 'capstone' unit, Marketing Management expands on the foundations developed in Principles of Marketing to give a managerial and strategic focus to the many issues involved in successful marketing. Over the course of these units, you will come to realise that the activities of marketing really do lie at the heart of all business practices.

Does that mean you will be an expert in marketing when you have successfully completed this unit? Well, you will have definitely started in that direction. And you will certainly be more of an expert and more realistic than many managers in the 'real' world who run companies, make business decisions, export products and services, but do not understand what they are doing as well as they could. As more and more managers realise this, so is there increasing demand for people who understand what marketing is about and who have marketing skills. So, for you, this unit is a great opportunity. We hope you enjoy it.

Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week one of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:

- Describe the role of marketing in the organisation and society.
- Identify the fundamental principles of marketing and how they apply to organisations.
- Identify the elements of the marketing mix.
- Critically analyse marketing situations and evaluate marketing strategies.

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- To develop an understanding of how marketing planning occurs.
- To develop an understanding of how to analyse markets and their opportunities.
- To develop an understanding of strategic market segmentation and positioning.
- To develop an understanding of how to determine a viable target market.
- To develop an understanding of how to formulate marketing strategies, with particular emphasis on the development of Product, Distribution, Promotion and Pricing strategies and tactics.
- To understand the process of preparing a marketing plan.

Problem Solving Skills

- Students will learn how to analyse marketing problems and suggest feasible solutions to them.
- Students will learn how to formulate effective marketing strategies.

Co-requisite

BMA101 Introduction to Management.

Texts

Prescribed Text

Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. *Principles of marketing* (4th ed.). Frenchs Forest, NSW: Pearson Prentice Hall. ISBN: 9781442500419.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

Czinkota, M.R. et al, 2000. *Marketing best practices*. Orlando: Dryden Press.

Enis, B.M. et al. 1995. *Marketing classics: A selection of influential articles* (8th ed.). Englewood Cliffs: Prentice-Hall.

Hoffman, K. D., Czinkota, M. R., Dickson, P. R., Dunne, P., Griffin, A., Hutt, M. D., Krishnan, B. C., Lusch, R. F., Ronkainen, I. A., Rosenbloom, B., Seth, J. N., Shimp, T. A., Siguaw, J. A., Simpson, P. M., Speh, T. W., & Urbany, J. E. 2005. *Marketing principles and best practice* (3rd ed.). Mason, Ohio: Thompson South-Western.

Klein, N. 2001. *No logo*. London: Harper Collins Publishers

Lamb, C.W., Hair, J.F. & McDaniel, C. 2000. *Marketing* (5th ed.). Sydney: South-Western College.

McCull-Kennedy, J.R. & Kiel, G.F. 1999. *Marketing: A strategic approach*. Melbourne: Nelson.

Miller, K. E., Stanton, W. J., & Layton, R. A. 2000. *Fundamentals of marketing*. Sydney: McGraw-Hill.

Perreault, W. D. & McCarthy, E. J. 2004. *Basic marketing: A global-managerial approach* (15th ed.). New York: McGraw-Hill Irwin.

Pride, W., Rundle-Thiele, S., Waller, D., Elliot, G., Paladino, A., & Ferrell, O. 2007. *Marketing: Asia Pacific edition*. Milton, QLD: John Wiley & Sons.

Quart, A. 2003. *Branded: The buying and selling of teenagers*. London: Arrow.

Quester, P., McGuigan, R., Perreault, W., & McCarthy, E. 2007. *Marketing: creating and delivering value*. North Ryde, NSW: McGraw-Hill Irwin.

Reed, P.2003. *Strategic marketing planning*. Southbank, Victoria: Thompson.

Salzman, M., Matathia, I., & O'Reilly, A. 2003. *Buzz: harness the power of influence and create demand*. New Jersey: John Wiley & Sons.

Stanton, W.J., Miller, K.E. & Layton, R.A. 2000. *Fundamentals of marketing* (4th Australian ed.). Sydney: McGraw-Hill.

Summer, J. 2003. *Essentials of marketing*. Melbourne: Nelson.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Adbusters Magazine

B & T Weekly

Business Review Weekly

European Journal of Marketing

Harvard Business Review

Journal of Consumer Marketing

Journal of Marketing

Journal of Marketing Management

Journal of the Academy of Marketing Science

Marketing

Marketing Science

Marketing Magazine

The Australian (Each Thursday there is a Media and Marketing Section)

The Australian Financial Review (Each Monday there is a Marketing Section)

Spring Semester Structure

The Spring Semester consists of two compacted study sessions. The first session runs from 1 December to 5 December 2008—with 3 hours per unit per day. The second session runs from 5 January to 9 January 2009—again with 3 hours per unit per day.

Students are expected to have completed the relevant reading prior to attending the study sessions. Students are also encouraged to devise a study schedule involving progressive reading of textbooks in preparation for class work and assignment requirements.

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/coursesonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
Coursework Assessment Item 1 - Online Tests	10 marks	On-going. All tests must be completed by 5.00pm on Friday 23 January 2009.	Students are required to complete 10 tests in total. Each test has 10 questions and will take 10 minutes to complete.
Assessment Item 2 – Essay	30 marks	Wednesday 21 January 2009.	2000 words (maximum).
Examination	60	Exam Period	3 hours
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Test

Format

Students will be required to complete a series of 10 online tests over the semester. Each test has 10 multiple choice questions, and will take 10 minutes to complete.

Examination

Format

The final examination will be closed book. It will be of three hours duration. The examination is worth 60 per cent of the total available marks. The examination will comprise two parts.

Part A consists of 40 multiple choice questions and is worth 20 marks.

Part B requires you to complete 4 essay questions from a list of 6 essay questions. Each essay will be worth 10 marks, with Part B worth a total of 40 marks. Essay topics will be drawn from the following weeks:

- Topic 3 – The Marketing Environment.
- Topic 6 – Market Segmentation, Targeting and Positioning.
- Topic 7 – Products: Goods, Services, People, Places and Ideas.
- Topic 8 – Promotion: Integrated Marketing Communications.
- Topic 9 – Price: Understanding Costs and Customer Value.
- Topic 10 – Place: Distribution and Marketing Logistic Networks.

The best preparation for the exam is consistent work throughout the semester, together with completion of the review questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached. Both of these are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

Hobart students: Lodge in assignment box next to room 321, level 3, Commerce & Economics Building.

The essay assignment must also be submitted electronically through MyLO.

All coursework must be handed in at 2.00 p.m. on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing via email to Stuart Crispin** prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have not been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework marks will be available through MyLO.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational health and safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Communication

So how do you find out important information about this unit? In addition to the unit outline, we will communicate important information to you through lectures and the Announcements section of MyLO. Therefore, it is important that you check the MyLO site for this unit regularly.

If you would like to get in contact with us, then you can either send us an email or make an appointment to see us during our consultation times.

Please note that all requests for extensions must be made via email to Stuart Crispin.

Review Questions

These review questions are designed to consolidate understanding of core marketing theory, and to give students an opportunity to apply marketing theory to practical situations. These questions are also designed to help you prepare for the final exam.

Topic 1—What is Marketing?

Reading: Kotler *et al.* (2009) - Chapter One

1. Marketing is a word that is commonly used but little understood. In your own words, write a definition of marketing and identify the types of tasks that a marketing manager would be required to undertake. Use an example to support your answer.
2. Far from being static, marketing has proved to be a very dynamic discipline. Outline the major stages in the development of marketing science and practice over the last sixty years. How do you think marketing will develop in the next ten years?
3. What are needs, wants, and demands and how are these concepts related to each other? Why do marketers need to understand these concepts? How can our understanding of needs, wants and demands be used to explain car sales?
4. Explain the concepts of customer value, customer satisfaction, and exchange. Will all customers derive the same value and satisfaction from using a given product, or will their perceptions of value and satisfaction differ? Use examples to support your answer.
5. Compare and contrast the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept. How do these different concepts impact on a firm's marketing practice? Use examples to support your answer.

Topic 2—Strategic Marketing and Planning

Reading: Kotler *et al.* (2009) - Chapter Two

1. In your own words, define the purpose of planning and the issues that an organisation must deal with in developing and implementing a plan. Having defined planning in general, what is the purpose of marketing planning and what do you believe are the major issues in marketing planning?
2. What is a marketing plan and what information should it include?
3. Select your favourite product and identify its marketing mix. Why is this marketing mix successful at reaching you as a customer? How do you believe this marketing mix could (realistically) be improved to capture greater market share?
4. Conduct your own research on the iPod and identify all the elements of Apple's marketing strategy for this product.
5. Outline the reasons for poor and successful implementation of marketing plans. What control processes can we use to ensure our plans get implemented effectively?

Topic 3—The Marketing Environment.

Reading: Kotler *et al.* (2009) – Chapter Three

1. Conduct your own research to identify a major macro-environmental trend and identify product categories likely to be impacted by this trend.
2. What impacts do economic forces have on household incomes and expenditures? What household expenditure items will be most affected by rising interest rates?
3. Imagine you are the marketing manager for the University of Tasmania. Who are your publics and how does the University impact upon these publics? How do these publics impact on the University?

Topic 4—Information Management and Marketing Research

Reading: Kotler *et al.* (2009) – Chapter Four

1. Why is information important in marketing decisions? What are the differences between market research and a marketing information system (MIS)?
2. Outline the different stages in the marketing research process. What are some of the issues marketers must consider at each of these stages?
3. What is the difference between primary and secondary data? Outline the advantages and disadvantages of each data type.
4. Imagine you are marketing manager for Virgin Blue. What secondary data sources could you use to determine the size of the Australian aviation market and the main competitive threats within the industry?
5. What methods of primary data collection could you use to research people's attitudes towards air travel and their demand for air services? What are the advantages and disadvantages of each of these methods?

Topic 5—Understanding Buyer Behaviour

Reading: Kotler *et al.* (2009) – Chapters Five and Six

1. What do you believe are the major differences between the buyer behaviour of individual consumers and business/organisational buyers? What are the implications of these differences for marketers?
2. There are many factors that influence the behaviour of consumers. Identify three purchases you have made in the last week and outline the factors that influenced your purchase. Which factors exhibited the greatest influence on you in each case? Did the same factors influence all three purchases?
3. Review the two articles listed below (available from eReserve) and compare and contrast the differences in buyer behaviour between men and women in Australia. Do you believe there are sufficient differences in their buyer behaviour to warrant different marketing approaches?
 - Dower, T. 2005. Women: The spender gender. *Marketing*, May: 28-30.
 - Dower, T. 2005. Targeting the typical Aussie bloke. *Marketing*, April: 16-18.
4. Outline and discuss the stages in the buyer decision process. Do consumers go through all stages in every purchase they make?
5. Outline and discuss the major influences on business buying behaviour.

Topic 6—Market Segmentation, Targeting and Positioning

Reading: Kotler *et al.* (2009) – Chapter Seven

1. In your own words define market segmentation, target marketing and positioning. Why do you believe these concepts are important to practising marketers?
2. Imagine you are the marketing manager for Nike. What are some of possible dimensions you may use to segment the Australian footwear market? Now imagine you are the marketing manager for Dell Computers. What dimensions could you use to segment the Australian business computing market? Do you believe Nike and Dell would be able to use the same segmentation dimensions in international markets? Why or why not?
3. Compare and contrast the three different market-coverage strategies available to marketers. Identify organisations you believe are pursuing each of these market-coverage strategies.
4. Develop your own brand positioning map for the Australian car industry. What dimensions may be meaningfully used to position cars in this marketplace?

Topic 7—Products: Goods, Services and Experiences

Reading: Kotler *et al.* (2009) – Chapters Eight and Nine

1. In your own words, define what is meant by a product. What are the different types of products that we may be expected to market? Kotler *et al.* (2009) identify the need for managers to think of their products on three levels – the core product, actual product, and augmented product. Think of a product and analyse it in terms of these three levels.
2. Outline the different types of consumer and business-to-business products offered by firms. Provide examples of each product type.
3. Imagine you have been appointed the marketing manager for a new range of aftershave. What are some of the major product decisions you will be called upon to make?
4. Outline and discuss the stages of the product life cycle (PLC)? What occurs to industry sales and profitability at each stage of the PLC?

Topic 8—Promotion: Integrated Marketing Communications

Reading: Kotler *et al.* (2009) – Chapters Twelve, Thirteen and Fourteen

1. In your own words define integrated marketing communications (IMC). What do you believe to be the key features of IMC, and how does it improve the promotional efforts undertaken by marketers?
2. Advertising is often wrongly assumed to be the only marketing communication tool available to marketers. Outline the different marketing communication tools available to marketers and discuss the advantages and disadvantages of each of these tools.
3. Imagine you have been given the task of promoting a new restaurant and bar. Outline and discuss the steps you would need to go through in developing your IMC campaign. What are some of the major factors you will need to consider at each stage?
4. Select a major new or recent movie release and critically analyse the use of IMC.

Topic 9—Price: Understanding Costs and Customer Value

Reading: Kotler *et al.* (2009) – Chapter Ten

1. Imagine you are the marketing manager for an Internet-based music download service. What internal and external factors do you believe will impact on your pricing decisions?
2. Outline and discuss the different general approaches to pricing. What do you see as being the major advantages and disadvantages of each approach?
3. What is meant by customer value? How could customer value be used as an approach to pricing?
4. What are the different approaches that may be used in the pricing of new products? Identify examples where each of these pricing approaches has been used.
5. What are the different product mix and service mix pricing strategies available to organisations? Identify examples where these strategies have been employed.

Topic 10—Place: Distribution and Marketing Logistics Networks

Reading: Kotler *et al.* (2009) – Chapter Eleven

1. In your own words, provide a definition of marketing logistics networks. What do you believe to be the main tasks performed by marketing logistics networks?
2. What are marketing channels and why are they used? What functions does a marketing channel perform?
3. Compare and contrast a conventional marketing channel with a vertical marketing network (VMN). What are the different types of VMN that a marketer may use? How does a horizontal marketing network differ from a vertical marketing network?
4. What are the differences between a retailer and a wholesaler? What are some of the functions they perform? What are the main types of retail formats in use around the world? How do you believe Internet and mobile phone technologies are impacting upon retailers and wholesalers?

5. How will the recent decision by Australian retailers to increase the number of home brand (private label) products on their shelves impact on the distribution of manufacturer-branded products? How should manufacturers respond?

Topic 11—Ethics and Social Responsibility

Reading: Kotler *et al.* (2009) – Chapter Fifteen

1. Do you believe marketing should be conducted in a more socially responsible manner? Why or why not?
2. What do you believe are the major social and ethical issues currently faced by the marketing profession? How do you believe marketers should respond to these issues?
3. It is increasingly recognised that organisations must try to satisfy the needs of multiple stakeholder groups. These groups are important because they have the potential to influence our marketing strategies, or are impacted upon by our marketing strategies. Select a large organisation and identify the relevant stakeholder groups. What are some of the issues this organisation may face in trying to balance the needs of these different groups?
4. Environmentalism has emerged as a major force globally. Do you believe this trend has resulted in environmentally responsible consumers? How have you changed your consumer behaviour to reduce your ecological footprint? Do you believe marketers could do more to reduce humankind's impact on the natural world?
5. What is the societal market orientation? Do you believe more organisations will pursue a societal marketing orientation in the future? What are some of the issues organisations may face in pursuing this orientation?

Assessment Topics

Assessment Item 1 - Online Tests

Due Date: All tests must be completed by 5.00pm, Friday 23 January 2009.

Length: Each test consists of 10 questions and must be completed in 10 minutes.

Value: 10 marks.

You are required to complete 10 online tests for this unit. Each test will contain 10 multiple-choice questions. These tests will cover the 10 topics outlined in the table below. These questions are designed to test your understanding of key marketing concepts.

You will have ten minutes to complete the test, and you will be penalised if you exceed this time limit. You are only permitted *one* attempt at each test. Tests should be completed independently, without the assistance of your textbook or other students. Your final mark for this piece of assessment will be an average of your scores across the ten tests.

<i>Test</i>	<i>Topic</i>	<i>Chapters</i>
1	What is marketing?	1
2	Strategic marketing and planning.	2
3	The marketing environment	3
4	Information management and marketing research.	4
5	Understanding buyer behaviour.	5 & 6
6	Market segmentation, targeting and positioning.	7
7	Products: goods, services and experiences.	8 & 9
8	Promotion: integrated marketing communications.	12, 13, & 14
9	Price: understanding costs and customer value.	10
10	Place: distribution and marketing logistics networks.	11

To complete the test you will need to log into MyLO for this unit using your UTAS username and password. Next, click on the Quizzes icon on the unit homepage. This will take you through to the test. Follow the prompts to complete the test. If you experience difficulty completing the test then please get in contact with Stuart Crispin.

Assessment Item 2 – Individual Essay

Due Date: Wednesday 21 January, 2009.

Length: 2000 words maximum

Value: 30 marks

You are required to write an essay (2000 words) addressing the following question:

Many new products fail within a few months or years of their launch. Outline the key stages involved in the new product development process and discuss the reasons why such failures take place. Use examples to support your discussion.

This assignment should be answered in an essay format, with an introduction, body, and conclusion. Examples can be used to support your answers. There is no requirement for a table of contents for this assignment. Students are expected to use a minimum of six (6) academic references to answer this question.

As well as being submitted in hard copy, the essay assignment must also be submitted electronically through MyLO. Details of how to do this shall be given in the first lecture on 1 December 2008.

Study Schedule

Semester 5, 2008

Date	Session One Topics	Chapters	Comments
1 December 2008	Topic 1: What is Marketing? Topic 2: Strategic Marketing and Planning.	1 & 2	
2 December 2008	Topic 3: The Marketing Environment.	3	
3 December 2008	Topic 4: Information Management and Marketing Research.	4	
4 December 2008	Topic 5: Understanding Buyer Behaviour.	5 & 6	
5 December 2008	Topic 6: Market Segmentation, Targeting and Positioning.	7	
Date	Session Two Topics	Chapter	Comments
5 January 2009	Topic 7: Products: Goods, Services and Experiences	8 & 9	
6 January 2009	Topic 8: Promotion: Integrated Marketing Communications.	12, 13 & 14	
7 January 2009	Topic 9: Price: Understanding Costs and Customer Value.	10	
8 January 2009	Topic 10: Place: Distribution and Marketing Logistics Networks.	11	
9 January 2009	Topic 11: Ethics and Social Responsibility.	15	
<p>A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm.</p>			