BMA151
PRINCIPLES OF MARKETING

SUMMER SCHOOL, 2012

Teaching Team:
Ms Linda Hall

CRICOS Provider Code: 00586B
Contact Details

Unit Coordinator / Lecturer: Linda Hall
Campus: Hobart
Room Number: 311
Email: Linda.Hall@utas.edu.au
Phone: 6226 2823
Fax: 6226 2808
Consultation Time: By Appointment
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Unit Description

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 on the receiving end of thousands of marketing messages. Each time you enter a shopping complex, go online or visit a movie cinema, you are exposed to a multitude of products, and when you visit the dentist or have your hair cut you’re involved in services marketing. In this introductory unit we explore the basic principles and concepts which underpin the practice of marketing so that you can develop a solid grounding for future studies. That grounding will be of real value to you even if you do not go on to further study in marketing, as marketing is relevant to all areas of business.

During this unit you will 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. We will also explore some of the more contemporary issues facing marketers today, and demonstrate how understanding these issues will make you a more informed marketing student.

Co-Requisite Unit(s)

BMA101 Introduction to Management

Enrolment in the Unit

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

- any extra assistance will be provided by the teaching team in respect of work covered in the period prior to enrolment; and
- penalties will not be applied for late submission of any piece or pieces of assessment that were due during this period.
## Intended Learning Outcomes and Generic Graduate Attributes

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Assessment Criteria – In assessing this learning outcome I will be looking at student ability to:</th>
<th>Assessment Methods</th>
<th>Graduate Attribute Outcomes</th>
</tr>
</thead>
</table>
| Knowledge of marketing theories and concepts                                      | Define and explain in both oral and written form marketing theories and concepts using the lexicon of marketing                                                                     | Internal Test; Group Presentation; Individual Essay; Exam | Assessment 1 – Internal Test  
• Knowledge – Basic, broad subject knowledge specific to discipline of study.  
• Communication – Written communication skills to develop a well reasoned argument.                              |
|                                                                                  | Apply knowledge of marketing theories to analyse marketing strategies                                                                                                                | Group Presentation; Individual Essay     | Assessment 2 – Group Presentation  
• Knowledge – The ability to transfer discipline knowledge to business situations.  
• Communication – oral communication skills including the ability to gather and analyse information from a variety of sources and use this to develop and present a well reasoned argument. |
|                                                                                  | Conduct secondary research regarding a specified new product. Organise and synthesise this information using a marketing strategy framework                                                | Group Presentation; Individual Essay     | Assessment 3 – Individual Essay  
• Knowledge – The ability to transfer discipline knowledge to business situations.  
• Communication – Written communication skills including the ability to gather and analyse information from a variety of sources and use this to develop and present a well reasoned argument.  
• Problem solving – Ability to apply critical insight and creative thinking to business related situations.         |
|                                                                                  | Display an ability to work with others when gathering, organising and presenting marketing data in oral form                                                                    | Group Presentation                      | Assessment 4 – Exam  
• Knowledge – The ability to transfer discipline knowledge to business situations.  
• Communication – Written communication skills to develop a well reasoned argument.  
• Problem solving – Ability to apply critical insight and creative thinking to business related situations.  
• Social responsibility – An awareness of societal expectations of business and business’s responsibilities to society. |
|                                                                                  | Display in written form an understanding of the functional and strategic role of the marketing mix and the importance of an integrated marketing strategy                                  | Individual Essay                        |                                                                                |
| To identify the elements of a marketing strategy and understand its strategic purpose | Discuss the importance of marketing research and environmental scanning to marketing planning                                                                                           | Exam                                     |                                                                                |
|                                                                                  | Identify the positive and negative impacts of marketing on society                                                                                                                  | Exam                                     |                                                                                |
| Understand marketing’s role in an organisation and society                        | Discuss current trends occurring in various environments and potential implications for marketers                                                                               | Exam                                     |                                                                                |
Learning Expectations and Teaching Strategies/Approach

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

- Identify and discuss the key principles of marketing, including the 4P’s, the process of segmentation, target marketing and positioning, the role and format of a marketing plan, and the drivers of consumer behaviour.
- Identify contemporary issues facing marketers.
- Identify and describe marketing roles in an organisation, and marketing’s overall role in society.
- Present a well-reasoned and coherent argument supported by academic literature.

In order to achieve these learning outcomes, the unit will be delivered over SIX (6) intensive study days covering a THREE (3) week period. Content will be delivered via lectures and workshop sessions. During workshop sessions students will be required to undertake various individual and group tasks designed to test understanding of pertinent issues and augment knowledge. The University’s MyLO (My Learning Online) system will be used as the central platform for posting and accessing resources and learning material. The assessment of the learning outcomes will take place via FOUR (4) pieces of assessment: an internal test, a group presentation, an individual essay, and an examination.

Expectations

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

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
Learning Resources

Prescribed Text


Recommended Texts


Evans, D 2008, *Social media marketing: An hour a day*, John Wiley & Sons, Hoboken, NJ. (eBook)


Scott, D 2010, *The new rules of marketing and PR: how to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly*, John Wiley & Sons, Hoboken, NJ. (eBook)


Journals and Periodicals

For your studies it is essential that you become familiar with the key academic journals in the marketing discipline. We suggest you use the eJournal link on the Library website to access the following:

*Australasian Marketing Journal*

*European Journal of Marketing*

*Journal of Marketing*

*Journal of the Academy of Marketing Science*

*Journal of Marketing Research*

*Journal of Marketing Theory and Practice*
It is also advised that you read publications such as *Marketing Magazine, B&T, AdNews*, and *Business Review Weekly (BRW)*, or subscribe to their electronic newsletters and email updates.

**Useful Websites**

Students should also view the following websites and blogs for up to date information and opinions on marketing:

- www.ami.org.au
- www.branddna.blogspot.com
- www.crikey.com.au
- www.mumbrella.com.au

**My Learning Online (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* at [http://uconnect.utas.edu.au/](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 at [http://www.utas.edu.au/mgmt/student.htm](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 coordinator of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website at [http://www.utas.edu.au/coursesonline/privacy.htm](http://www.utas.edu.au/coursesonline/privacy.htm).
Details of Teaching Arrangements

This Summer School unit will consist of SIX (6) compacted study days over a THREE (3) week period:

- Monday 9, 16 and 23 January 2012
- Tuesday 10, 17 and 24 January 2012

All sessions will be conducted in Lecture Theatre 1 on the ground floor of the Commerce Building. Sessions will commence at 9.00am and conclude around 5.00pm. Please note that break times each day will vary.

Communication, Consultation and Appointments

How do you find out important information about this unit? In addition to the unit outline, your lecturer will communicate important information to you in lectures and the Announcements section of the MyLO site. It is important that students check MyLO and their UTAS email accounts regularly.

If you would like a personal consultation with the lecturer, please refer to the contact details on page 2 to arrange an appointment.

Assessment

Assessment Schedule

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 assessment item are outlined below.

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Value</th>
<th>Due Date</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Item 1 – Test</td>
<td>20 marks</td>
<td>Tuesday, 17 January</td>
<td>50 minutes</td>
</tr>
<tr>
<td>Assessment Item 2 – Group Presentation</td>
<td>15 marks</td>
<td>Tuesday, 24 January</td>
<td>15 minutes</td>
</tr>
<tr>
<td>Assessment Item 3 – Individual Essay</td>
<td>15 marks</td>
<td>Thursday, 26 January</td>
<td>1200 words*</td>
</tr>
<tr>
<td>Exam</td>
<td>50 marks</td>
<td>Exam Period</td>
<td>3 hours</td>
</tr>
</tbody>
</table>

* 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.
Assessment Item 1 – Test

**Task Description:** You will be required to complete a 50 minute test designed to check your understanding of the marketing theories and concepts covered in Chapters 1, 2, 5 & 6 of the prescribed text. The test will comprise TWO (2) sections:

**Section A:** Completion of TWENTY (20) Multiple Choice Questions (10 marks)

**Section B:** Completion of TWO (2) short answer questions from a choice of FOUR (4) questions (worth 5 marks each, for a total of 10 marks)

**Assessment Criteria:** A copy of the assessment criteria will be available through the Assessment Information folder in MyLo

**Task Length:** 50 minutes

**Due Date:** Tuesday, 17 January commencing at 9.15am

**Value:** 20 marks total

Assessment Item 2 – Group Presentation

**Task Description:** During the first session on Monday, 9 January, students will form workshop groups of between 3 and 5 students. Each group will be allocated a New Product released on to the Australian market in 2011. The products are as follows:

- Mini Cooper Countryman
- Arnott’s Shapes: Roadies
- Samsung Galaxy S II
- Organic Bubs Baby Food pouches
- BMC Streetracer

During the morning session on Tuesday 24 January, groups will be required to conduct a 15 minute presentation which details the marketing strategy of their New Product. That is, groups must outline the New Product’s target market, intended positioning and marketing mix.

**Assessment Criteria:** A copy of the assessment criteria and marking scheme will be available through the Assessment Information folder in MyLO

**Task Length:** 15 minutes

**Due Date:** Morning session, Tuesday 24 January

**Value:** 15 marks total
Assessment Item 3 – Individual Essay

**Task Description:** Using the New Product information gathered for Assessment Item 2 (Group Presentation), and marketing theory prepare an essay which:

- discusses the extent to which your New Product’s marketing mix is integrated; and
- presents your opinion on how successful this marketing mix is in delivering the promised value proposition to the target market, and achieving the desired market position.

*(Note: Throughout your essay you MUST include marketing theory to explain and justify your insights into how and why the marketing mix has been integrated in the identified manner. It is NOT sufficient to simply regurgitate information from the group’s presentation and describe the marketing mix.)*

**Criteria Assessment:** A copy of the assessment criteria and marking scheme will be available through the Assessment Information folder in MyLo

**Task Length:** 1200 words

**Due Date:** Thursday, 26 January at 2.00pm

**Value:** 15 marks

**Submission Guidelines:** This assessment should be presented in essay format with an introduction, body and conclusion. There is no requirement for a table of contents, but page numbers should be included. The text should be in 1.5 or double spacing, and a minimum of SIX (6) academic references should be used to support your discussion. The essay must be submitted electronically (via MyLo) and in hard copy via the assignment box on Level 3 (box number to be provided) by 2.00pm on the due date, or late penalties will be applied.

Assessment Item 4 – Exam

**Format:** Written Exam

**Duration:** 3 hours (preceded by 15 minutes reading time)

**Value:** 50%

**Assessment Detail:** The final examination will be closed book and will be in TWO (2) sections.

- Section A will consist of FORTY (40) multiple choice questions. Section A is worth 20 marks.
- Section B will comprise THREE (3) out of SIX (6) essay questions, each worth 10 marks. Section B is worth a total of 30 marks.

More information on the exam and its content will be provided in the first study week.

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 the 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 Exams:** Except in special circumstances and on the recommendation of the unit coordinator 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 Student Adviser 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 Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. 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](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/](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](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, it must have no notes written in it. Students must request permission from the Student Centre in order to use a bilingual dictionary.
Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which 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 submitted. If this is not done the assignment will not be accepted and therefore will not be 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. Assignments must be submitted electronically through the relevant assignment drop box in MyLO. All coursework must be handed in by 2.00pm on the due date.

Requests for Extensions

Written Coursework:

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 to the unit coordinator 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 five days late will normally not be accepted by the unit coordinator.

In-class 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 unit coordinator 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.

Faculty of Business Late Assessment Policy

A full copy of the Faculty of Business late assessment policy is available from the Faculty homepage at http://fcms.its.utas.edu.au/business/business/policies.asp.

Academic Referencing and Style Guide

Before starting their assignments, students are advised to familiarise themselves with the following electronic resources. The first is the School of Management Guide to Writing Assignment, which can be accessed from the following site - : http://www.utas.edu.au/mgmt/student.htm. The guide
provides students with useful information about the structure and style of assignments in the School of Management.

The second is the *Harvard Referencing System Style Guide*, which can be accessed from the UTAS library ([http://utas.libguides.com/content.php?pid=27520&sid=199808](http://utas.libguides.com/content.php?pid=27520&sid=199808)). The Harvard Referencing System will be used in all School of Management units, and students are expected to use this system in their assignments.

**Academic Misconduct and Plagiarism**

*Academic misconduct* includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

1. (a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
2. (b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline. This can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit 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/](http://www.utas.edu.au/universitycouncil/legislation/).

*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](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.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see [http://www.utas.edu.au/plagiarism/](http://www.utas.edu.au/plagiarism/) or follow the link under ‘Policy, Procedures and Feedback’ on the Current Students homepage.
## Study Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time of day</th>
<th>Topic</th>
<th>Text Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week One</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 9 January</td>
<td>Morning</td>
<td>Marketing: creating customer value and satisfaction</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Afternoon</td>
<td>Strategic marketing and planning</td>
<td>2</td>
</tr>
<tr>
<td>Tuesday, 10 January</td>
<td>Morning</td>
<td>Consumer and business market behaviour</td>
<td>5 &amp; 6</td>
</tr>
<tr>
<td></td>
<td>Afternoon</td>
<td>Market segmentation, targeting and positioning</td>
<td>7</td>
</tr>
<tr>
<td><strong>Week Two</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 16 January</td>
<td>Morning</td>
<td>Products</td>
<td>8 &amp; 9</td>
</tr>
<tr>
<td></td>
<td>Afternoon</td>
<td>Placement</td>
<td>11</td>
</tr>
<tr>
<td>Tuesday, 17 January</td>
<td>Morning</td>
<td>Test – commences at 9.15am</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Afternoon</td>
<td>Pricing</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Promotion</td>
<td>12, 13 &amp; 14</td>
</tr>
<tr>
<td><strong>Week Three</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, 23 January</td>
<td>Morning</td>
<td>Global marketing environment</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Afternoon</td>
<td>Information management and marketing research</td>
<td>4</td>
</tr>
<tr>
<td>Tuesday, 24 January</td>
<td>Morning</td>
<td>Presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Afternoon</td>
<td>Ethics and marketing compliance</td>
<td>15</td>
</tr>
<tr>
<td>Thursday, 26 January</td>
<td>2.00pm</td>
<td>Individual Essay due</td>
<td></td>
</tr>
</tbody>
</table>