UNIT OUTLINE
Read this document to learn essential details about your unit. It will also help you to get started with your studies.

BMA151/251
Principles of Marketing

Semester 2, 2015

THIS UNIT IS BEING OFFERED IN:
DISTANCE/HOBART/LAUNCESTON

Taught by:
Dr Linda French
Dr Kim Lehman

CRICOS Provider Code: 00586B
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Contact Details

Unit Coordinator & Hobart Lecturer: Dr Linda French

<table>
<thead>
<tr>
<th>Campus:</th>
<th>Hobart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Number:</td>
<td>R408, Centenary Building</td>
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<td>Email:</td>
<td><a href="mailto:Linda.French@utas.edu.au">Linda.French@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>TBA</td>
</tr>
<tr>
<td>Consultation:</td>
<td>By Appointment (please note: I work Monday, Tuesday and Wednesday only)</td>
</tr>
</tbody>
</table>

Launceston Lecturer: Dr Kim Lehman

<table>
<thead>
<tr>
<th>Campus:</th>
<th>Launceston</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room Number:</td>
<td>266, Building A</td>
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</tr>
<tr>
<td>Phone:</td>
<td>6324 3001</td>
</tr>
<tr>
<td>Consultation:</td>
<td>By Appointment</td>
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</tbody>
</table>
Unit Description

Marketing is the practice of managing an organisations' market offerings to create value-laden customer exchanges. Adopting a market orientation means organisations allow their marketing practices to be responsive to opportunities, and threats, presented in the business environment. This responsiveness enables them to effectively compete in an increasingly dynamic global marketplace.

In this introductory unit, we explore the basic principles and concepts that underpin marketing. Students will be introduced to theories underpinning marketing research, buyer behaviour, market segmentation, and the marketing mix.

This unit provides students with the foundational knowledge on how to market goods and services, and understand the role of marketing within the organisational, business and social environment.

Prior Knowledge &/or Skills OR Pre-Requisite Unit(s)

BMA151: co-requisite BMA101 Introduction to Management
BMA251: pre-requisite BMA101 Introduction to Management

Enrolment in the Unit

Unless there are exceptional circumstances, students should not enrol in this unit after the end of week two of semester, as the Tasmanian School of Business and Economics (TSBE) 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.

When does the unit commence?

The unit’s teaching schedule commences in the week beginning 13 July 2015.

University of Tasmania Graduate Quality Statement

The units in your course, including this unit, have been designed to cumulatively develop the graduate qualities outlined in the University’s Graduate Quality Statement:

*Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. Graduates acquire subject and multidisciplinary knowledge and skills and develop critical and creative literacies and skills of inquiry. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability.*
**Intended Learning Outcomes for BMA151/251**

<table>
<thead>
<tr>
<th>INTENDED LEARNING OUTCOMES</th>
<th>Related Assessment Criteria or Module Level Learning Objectives</th>
<th>ASSESSMENT METHODS</th>
<th>COURSE LEVEL LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Outcome 1</strong></td>
<td>Knowledge of marketing theories, concepts and principles.</td>
<td></td>
<td>Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania's Graduate Quality Statement.</td>
</tr>
<tr>
<td></td>
<td>Define marketing theories, concepts and principles using the lexicon of marketing.</td>
<td>1, 2 &amp; 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Apply knowledge of marketing theories to analyse marketing strategies.</td>
<td>2 &amp; 3</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 2</strong></td>
<td>Marketing's role in an organisation and society.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Discuss the importance of marketing research and environmental scanning to marketing planning.</td>
<td>1 &amp; 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Discuss current trends occurring in various environments and potential implications for marketers.</td>
<td>1 &amp; 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Identify and discuss the perceived favourable and unfavourable impacts of marketing on society.</td>
<td>1 &amp; 3</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 3</strong></td>
<td>The principles underpinning segmentation, target marketing and positioning.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Define the principles underpinning segmentation, target marketing and positioning.</td>
<td>1 &amp; 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop the profile of a target market for a specified market offering.</td>
<td>1 &amp; 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Discuss the concept of customer value and the role of marketing in creating customer value.</td>
<td>2</td>
<td></td>
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<tr>
<td><strong>Learning Outcome 4</strong></td>
<td>To identify the elements of a marketing strategy and understand its strategic purpose.</td>
<td></td>
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<tr>
<td></td>
<td>Display in written form an understanding of the functional and strategic role of the marketing mix and the importance of an integrated marketing strategy.</td>
<td>2 &amp; 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Use marketing relevant data in decision making.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 5</strong></td>
<td>To identify and discuss elements of the expanded marketing mix.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Display in written form an understanding of the functional and strategic role of the expanded marketing mix.</td>
<td>1 &amp; 3</td>
<td></td>
</tr>
</tbody>
</table>
Learning Expectations and Teaching Strategies/Approach

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.

These are some of the expectations we have of you as a student enrolled in this unit:

In order to achieve the learning outcomes in this unit it has been designed around a thirteen (13) week study schedule containing four (4) modules. Content will be delivered via lectures and tutorials. 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 three pieces of assessment: online module activities (4 sets), individual case analysis, and a final examination.

Work, Health and Safety (WH&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: www.utas.edu.au/work-health-safety.

Learning Resources

Prescribed Text/Software
A prescribed text is a resource that you must have access to for the purposes of studying this unit. Information regarding how these may be purchased is attached.


Recommended Texts/Software
A recommended text is a resource that you can use to broaden your understanding of the topics covered in this unit. You may also find a recommended text helpful when conducting research for assignments.


Bejou, D, 2014, Capturing customer equity: Moving from products to customers, Taylor and Francis, Hoboken. (eBook)

Ferrell, OC & Hartline, MD, 2014, Marketing strategy, South Western Cengage Learning, Mason OH.


Tate, C, 2015, *Conscious marketing: How to create an awesome business with a new approach to marketing*, Wiley, Hoboken.


**Other Recommended Resources/Software**

In addition to the texts (or software) recommended above, students are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, students are encouraged to review regularly the relevant papers that are published in:

- Australasian Marketing Journal
- European Journal of Marketing
- Journal of Marketing
- Journal of the Academy of Marketing Science
- 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.

**My Learning Online (MyLO)**

Access to the MyLO online learning environment unit is required for this unit. The unit has its own MyLO site.

To log into MyLO and access this unit, go to: [http://www.utas.edu.au/mylo](http://www.utas.edu.au/mylo). To access the unit, select **BMA151/251**.

Technical requirements for MyLO
MyLO can be accessed via Library computers and in computer labs on campus. See:

For further technical information and help, contact the UTAS Service Desk on 6226 1818 or at

Learning to use MyLO

When you log into MyLO, you will see a unit called Getting Started with MyLO. Enter this unit to
learn more about MyLO, and to practise using its features.

MyLO Expectations

1. Students are expected to maintain the highest standards of conduct across all modes of
communication, either with staff or with other students. Penalties may be imposed if the Unit
Coordinator believes that, in any instance or mode of communication, your language or
content is inappropriate or offensive. MyLO is a public forum. Due levels of respect,
professionalism and high ethical standards are expected of students at all times.

2. Submission of assessment tasks via MyLO presumes that students have read, understood and
abide by the requirements relating to academic conduct, and in particular, those requirements
relating to plagiarism. All work submitted electronically is presumed to be “signed-off” by the
student submitting as their own work. Any breach of this requirement will lead to student
misconduct processes.

3. MyLO is an Internet service for teaching and learning provided by the University. It is
expected that you check your units in MyLO for updates at least once a day.

Using MyLO for BMA151/251

IMPORTANT!: Before you are provided with access to your unit’s MyLO resources, you must
complete the Student Agreement form. To do this:

1. Access the unit’s MyLO site.
2. Locate the Begin Here folder and click on it to open it. You can find the Begin Here folder by
scrolling down until you see Content Browser OR by clicking on the Content button.

3. Once you have opened the Begin Here folder, click on the Student Agreement

OR

You will not be able to access any on the title “Student Agreement” t
4. Read the terms, then check the I agree box. You should now be able to access all available unit content on MyLO. You only need to do this once in each MyLO unit.

Other important resources on MyLO
Students are expected to regularly check on MyLO for any updates in relation to the unit. Essentially, MyLO has been incorporated into the delivery of this unit to enhance students’ learning experience, by providing access to up-to-date course materials, and allowing for online discussion. In addition to the lecture slides which are uploaded on MyLO on a weekly basis, other unit-related materials such as supplementary readings and assessment guides can also be accessed on MyLO. Further, students are also expected to engage in an active discussion about issues related to the unit through the discussion forums or chat rooms that are available on MyLO: this is particularly helpful for distance students who may utilise the facilities available on MyLO to contact their fellow distance students and form groups to complete any group assessment tasks for this unit. In this regard, MyLO should be treated as the unit’s critical platform for learning and communication.

Student Feedback via eVALUate
At the conclusion of each unit, students will be asked to provide online responses to a number of matters relating to the learning and teaching within that unit. All students are asked to respond honestly to these questions, as all information received is used to enhance the delivery of future offerings.

Details of Teaching Arrangements
This unit has a weighting of 12.5 credit points. Those students enrolled in attending mode are expected to attend 2 class hours in Week 1 (1 x 2 hour lecture), and 3 class hours in Week 2 to 13 (1 x 2 hour lecture, and 1 x 50 minute tutorial). Those students enrolled in distance mode are expected to view the recorded 2 hour face-to-face lecture each week, and attend the 1 x 50 minute online tutorial (Week 2 to 13).

In addition to the aforementioned class hours, students are expected to dedicate another 10 hours per week to self-directed study, meaning the minimum time commitment required for this unit is 168 hours. Whether an attending or distance student, this time will allow for viewing the pre-recorded theory-based lectures, class preparation, researching and completing assessment tasks, and general study and revision.

This unit will be delivered in a modular structure covering a thirteen (13) week semester. Each of the four (4) modules will cover a range of topics delivered via lectures and tutorials. Prior to the weekly face-to-face lecture, students are expected to have viewed the specified pre-recorded lecture that introduces marketing theories and concepts. The face-to-face lectures will serve to further explore relevant concepts and demonstrate practical application. For students enrolled in distance mode, these face-to-face lectures will be recorded and made available through MyLO within 24 hours. For more information on the material covered in each module, and for each week, please refer to the Study Guide available on page 19. Please note that you will need to access all the learning material for this course via MyLO, and that not all the learning materials will be available at the start of the semester.
Tutorials

Attending Mode
Students enrolled in attending mode (face-to-face) should attend ONE (1) 50 minute tutorial each week. The Tutorial Program will be made available on MyLO prior to Week 1 of semester. Tutorials for attending students will commence in Week 2, and students will be able to enrol for a tutorial electronically through MyLO. Tutorial enrolments will be open until the end of Week 1 of semester (Friday 17 July 2015). Students who have not enrolled in a tutorial by this time will be allocated a tutorial by the unit coordinator. Variations in tutorial enrolments will not be permitted after this time.

Distance Mode
Students enrolled in distance mode should attend the weekly 50 minute online tutorial. Further detail on the dates and time for the online tutorial will be made available on MyLO prior to the first week of semester. The online tutorial will be delivered using the University’s web conferencing software package – Blackboard Collaborate. To participate in these sessions, students will need internet access, a head-set, and a microphone.

Tutorials provide a valuable opportunity for students to engage in a series of activities designed to consolidate, reinforce, and check understanding of how the marketing concepts, introduced in the prescribed text and lectures, can be applied to practical business situations. Tutorials will be student driven, and prior to attendance, students are expected to have read the specified chapters, viewed the relevant lectures, and commenced the applicable module activities so they can actively contribute to discussion. Although attendance at tutorials is not compulsory, it is strongly recommended.

For detail on the lecture/tutorial timetable, please go to http://student.admin.utas.edu.au/coursesenrolment/timetable/

Communication, Consultation and Appointments

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO News tool at least once every two days. The unit News will appear when you first enter our unit’s MyLO site. Alternatively, click on the News button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION
Other students may have the same question that you have. Please go to the Q&A Forum on our course’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Q&A forum on our unit’s MyLO site. This way, other students can also benefit from the answers.
A NOTE ABOUT EMAIL CORRESPONDENCE
You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond. Allow at least TWO (2) business days to reply. Staff are not required to respond to emails where students do not directly identify themselves, are threatening or offensive, or come from external (non-UTAS) email accounts.

When you write an email, you must include the following information. This helps teaching staff to determine who you are and which unit you are talking about.

- Family name
- Preferred name
- Student ID
- Unit code (i.e. BMA151 or BMA251)
- Questions
- If your question is about an assessment task, please include the assessment task number or name.
Assessment

How Your Final Result Is Determined

In order to pass this unit you must achieve an overall mark of at least 50% of the total available marks. Details of each assessment item are outlined below.

Assessment Schedule

<table>
<thead>
<tr>
<th>Assessment Items</th>
<th>Due Date</th>
<th>Value/Weighting</th>
<th>Link to Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment 1</strong></td>
<td>Students will have a fortnight to complete each MAS. Dates as follows:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOUR (4) online module activity sets (MAS).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAS1:</td>
<td>Open, 9.00am Monday 20 July</td>
<td>MAS 1: 5</td>
<td>1, 2, 3, &amp; 5</td>
</tr>
<tr>
<td></td>
<td>Close, 5.00pm Friday 31 July</td>
<td>MAS 2, 3 &amp; 4: 10 each (Total of 35%)</td>
<td></td>
</tr>
<tr>
<td>MAS2:</td>
<td>Open, 9.00am Monday 10 August</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Close, 5.00pm Friday 21 August</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAS3:</td>
<td>Open, 9.00am Monday 7 Sept</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Close, 5.00pm Friday 18 Sept</td>
<td></td>
<td></td>
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<tr>
<td>MAS4:</td>
<td>Open, 9.00am Monday 5 October</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Close, 5.00pm Friday 16 October</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assessment 2</strong></td>
<td>2.00pm Sunday 27 September</td>
<td>25%</td>
<td>1, 3 &amp; 4</td>
</tr>
<tr>
<td>Individual Case Analysis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assessment 3</strong></td>
<td>To be scheduled by Exam Office</td>
<td>40%</td>
<td>1, 2, 4 &amp; 5</td>
</tr>
<tr>
<td>Final Examination</td>
<td></td>
<td></td>
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</tbody>
</table>

Assessment Item 1 – FOUR online module activity sets (MAS)

Task Description: To complete this assessment item, click on the required module link within the assessment area in MyLO; click on the specific activity you wish to complete and read the related instructions; complete the activity as specified. Each module will contain a variety of activities including, but not limited to: quizzes containing multiple choice questions, matching, ordering or short answer questions; reflective comments; posts to discussion forums; comments on current marketing campaigns. Detailed instructions for the completion of each MAS will also be available to download from MyLO as a ‘checklist’ document so you can track your progression through the activities. If you have any problems completing these activities, please feel free to contact the unit coordinator.

Content for each MAS:

MAS1 will address content from:
- Prescribed text Chapters 1, 3 and 4
MAS2 will address content from:
• Prescribed text Chapters 5, 6, 7 & 8

MAS3 will address content from:
• Prescribed text Chapters 9, 10, 11, 12 and 13

MAS4 will address content from:
• Prescribed text Chapter 2 and 14, and the Additional Reading by Pride et al. 2012
  (available in the Learning Hub; Module 4)

Students are not required to include references in their module activity submissions, and are permitted to write their answers in the first-person (if an activity requires an answer in paragraph format). Although students will be allowed to access each set of module activities multiple times between the open and close dates, NOT ALL activities within the set will allow students multiple attempts at completion. For example, if an activity is a MCQ quiz, students will only be allowed to access, and attempt, the quiz once between the module activity open/close dates. To see how many attempts at each activity students are allowed, please refer to each specific activity’s instructions within the relevant module. Once the deadline for each set of module activities has been reached, access to the module activities will close. However, access to other resources within each module will still be available.

Task Length: For online tests, please refer to each individual activity’s instructions to determine the required time available for completion, and number of attempts allowed. If a written answer is required (e.g. post to a discussion board or submission to a dropbox) these should not exceed 250 words each.

Assessment Criteria: Please refer to the Assessment Rubric posted in the Assessment > Item 1 - MAS in MyLo for detail on how this assessment will be marked.

Link to Unit’s Learning Outcomes: 1, 2, 3 & 5

Due Date: Opening and closing dates/time for each Module Activity Set as follows:

MAS 1:
• Open 9.00am Monday 20 July
• Close 2.00pm Friday 31 July

MAS 2:
• Open 9.00am Monday 10 August
• Close 2.00pm Friday 21 August

MAS 3:
• Open 9.00am Monday 7 September
• Close 2.00pm Friday 18 September

MAS 4:
• Open 9.00am Monday 5 October
• Close 2.00pm Friday 16 October

No extensions will be granted for this assessment item, and submissions will not be accepted after 5.00pm on the due date.
Value: MAs 1: 5
MAs 2, 3 and 4: 10 each – Total value of 35%

Assessment Item 2 – Individual Case Analysis

Task Description: The purpose of the Case Analysis is for students to demonstrate their understanding of the strategic purpose of an integrated marketing strategy. With a recent, or upcoming, release date onto the Australian market, students are required to choose ONE (1) New Product from the ‘Case Choice’ list (available from the Assessment 2 link in MyLo), which will form the focus of their Case Analysis.

Once chosen, students are required to undertake their own research into how the New Product is marketed (concentrating on the business-to-consumer market in Australia). This research should be conducted using only publicly available secondary data (e.g., websites, trade journals, industry reports, magazines), and students’ own observations.

Students are required to use marketing theory as a framework for the presentation of their analysis. To this framework students will apply their Case research to evidence their understanding of marketing theory in a practical context. Specifically students must complete the following tasks:

1. Provide a brief introduction which highlights the purpose of the Case analysis, and introduces your chosen New Product.
2. Using marketing theory, briefly discuss the purpose and process of market segmentation. Based on insights gained from your Case research, use defined segmentation variables to construct a ‘profile’ of who you perceive to be New Product’s Target Market.
3. Using marketing theory briefly discuss the importance of identifying and reinforcing a product’s Core Value Proposition. Using evidence from your Case research, discuss your New Product’s Core Value Proposition and ‘positioning’ in the market.
4. Using marketing theory and evidence from your Case research, present an analysis of the New Product’s, Product strategy.
5. Using marketing theory and evidence from your Case research, present an analysis of the New Product’s, Pricing strategy.
6. Using marketing theory and evidence from your Case research, present an analysis of the New Product’s, Place strategy.
7. Using marketing theory and evidence from your Case research, present an analysis of the New Product’s, Promotion strategy.

(For point 4 to 7, please note: given word count limitations, students are required to use the insights gained from Case research to identify those marketing theories and concepts most worthy of discussion. That is, student analysis of the marketing mix should focus on those aspects of the Product, Price, Place and Promotion strategy that they believe are key to supporting the New Product’s positioning in the market).

8. Conclude with a summary opinion on how effective you believe the elements of the Marketing Mix have been integrated to deliver the Core Value Proposition to the Target Market.
Case analysis should be presented in 12 point font with 1.5 or double line spacing. Headings should be used to help structure answers, but a table of contents is not required. Page numbers must be used. For this assessment item students are required to use a minimum of FIVE (5) academic references, in addition to secondary sources from which New Product information is sourced. The deadline for assignment submission is 2.00pm on the due date. Unless an extension has been granted by the unit coordinator, a failure to submit your assessment item by the due date/time will result in late penalties being applied (please see point 5 of the ‘Late Assessment and Extension Policy’ provided on page 15).

**Task Length:**

2800 words maximum

**Assessment Criteria:**

Please refer to the Assessment Rubric posted in the Assessment > Item 2 - Individual Case Analysis module in MyLO for detail on how this assessment will be marked.

**Link to Unit's Learning Outcomes:**

1, 3 & 4

**Due Date:**

2.00pm Sunday 27 September

**Value:**

25%

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**Assessment Item 3 – Final Examination**

**Task Description:**

The final examination will be closed book and comprise two sections. Section A will require students to answer a set of questions relating to a small marketing Case study. Section A is worth 16 marks. Section B will require students to answer THREE (3) from a choice of FIVE (5) short essay questions. Each short essay question is worth 8 marks for a total Section B value of 24 marks.

**Task Length:**

3 hours (preceded by 15 minutes reading time)

**Assessment Criteria:**

Please refer to the Assessment Rubric posted in the Assessment > Item 3 - Final Examination module in MyLo for detail on how this assessment will be marked.

**Link to Unit’s Learning Outcomes:**

1, 2, 4 & 5

**Due Date:**

To be scheduled by the Exam Office and communicated directly to attending and distance students.

**Value:**

40%

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. To find out more go to the Exams Office website: http://www.utas.edu.au/exams/home.

### Submission of Assessment Items

**Lodging Assessment Items**

Assignments must be submitted electronically through the relevant assignment drop box in MyLO. **Students must ensure that their name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.**

Where relevant, Unit Coordinators may also request students submit a paper version of their assignments. Students will be advised by the Unit Coordinator of the appropriate process relevant to each campus (Hobart, Launceston or Cradle Coast).

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in ‘perfect’ systems, items sometimes go astray.

### Late Assessment and Extension Policy

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;  
   (b) ‘late’ means after the due date and time; and  
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment
2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.
3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.
4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be **made in writing** to the Unit Coordinator on or before the due date. Students will need to provide **independent supporting documentation** to substantiate their claims.
5. Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.
6. Assessment items submitted more than five (5) days late will not be accepted.
7. Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.
Academic Referencing and Style Guide

Before starting their assignments, students are advised to familiarise themselves with the following electronic resources.

The first 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. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence. The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides students with useful information about the structure and style of assignments in the TSBE.

Review of Assessment and Results

Review of Internal Assessment

It is expected that students will adhere to the following policy for a review of any piece of continuous/internal assessment. The term continuous/internal assessment includes any assessment task undertaken across the teaching phase of any unit (such as an assignment, a tutorial presentation, and online discussion, and the like), as well as any capstone assignment or take-home exam.

Within five (5) days of release of the assessment result a student may request a meeting with the assessor for the purpose of an informal review of the result (in accordance with Academic Assessment Rule No. 2 Clause 22 – www.utas.edu.au/academic-governance/academic-senate/academic-senate-rules). During the meeting, the student should be prepared to discuss specifically the marks for the section(s) of the marking criteria they are disputing and why they consider their mark(s) is/are incorrect. The assessor will provide a response to the request for review within five (5) days of the meeting.

If the student is dissatisfied with the response they may request a formal review of internal assessment by the Head of School, with the request being lodged within five (5) days of the informal review being completed. A Review of Internal Assessment Form is available at the following link: http://www.utas.edu.au/business-and-economics/student-resources/forms. The form must be submitted to the TSBE Office.

Review of Final Exam/Result

In units with an invigilated exam students may request a review of their final exam result. You may request to see your exam script after results have been released by completing the Access to Exam Script Form, which is available from the TSBE Office, or at the following link – http://www.utas.edu.au/business-and-economics/student-resources/forms. Your unit coordinator
will then contact you by email within five (5) working days of receipt of this form to go through your exam script.

Should you require a review of your final result a formal request must be made only after completing the review of exam script process list above. To comply with UTAS policy, this request must be made within ten (10) days from the release of the final results (in accordance with Academic Assessment Rule No. 2 Clause 22 – [www.utas.edu.au/academic-governance/academic-senate/academic-senate-rules](http://www.utas.edu.au/academic-governance/academic-senate/academic-senate-rules)). You will need to complete an Application for Review of Assessment Form, which can be accessed from [http://www.utas.edu.au/exams/exam-and-results-forms](http://www.utas.edu.au/exams/exam-and-results-forms). Note that if you have passed the unit you will be required to pay $50 for this review.

*The TSBE reserves the right to refuse a student request to review final examination scripts should this process not be followed.*

**Further Support and Assistance**

If you are experiencing difficulties with your studies or assessment items, have personal or life-planning issues, disability or illness that may affect your study, then you are advised to raise these with your lecturer or tutor in the first instance.

If you do not feel comfortable contacting one of these people, or you have had discussions with them and are not satisfied, then you are encouraged to contact:

**ACADEMIC DIRECTOR – UNDERGRADUATE PROGRAMS**
Name: Mr David Kronenberg
Room: 301, Centenary Building, Sandy Bay
Email: David.Kronenberg@utas.edu.au

Students are also encouraged to contact their Undergraduate 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. Please refer to the Student Adviser listings at [www.utas.edu.au/first-year/student-advisers](http://www.utas.edu.au/first-year/student-advisers) for your adviser’s contact details.

There is also a range of University-wide support services available to students, including Student Centre Administration, Careers and Employment, Disability Services, International and Migrant Support, and Student Learning and Academic Support. Please refer to the Current Students website (available from [www.utas.edu.au/students](http://www.utas.edu.au/students)) for further information.

If you wish to pursue any matters further then a Student Advocate may be able to assist. Information about the advocates can be accessed from [www.utas.edu.au/governance-legal/student-complaints](http://www.utas.edu.au/governance-legal/student-complaints). The University also has formal policies, and you can find out details about those from that link.
**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:

(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
(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/university-council/university-governance/ordinances](http://www.utas.edu.au/university-council/university-governance/ordinances).

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.

It also means using one’s own work from previously submitted assessment items if repeating a unit.

*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/academic-integrity/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.](http://www.utas.edu.au/academic-integrity/)

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 [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>Week</th>
<th>Start of Week</th>
<th>Topic/s and activities</th>
<th>Text Chapter/s</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>1</td>
<td>Monday 13 July</td>
<td><strong>Module 1</strong> Marketing: Creating and Capturing Customer Value</td>
<td>1</td>
<td></td>
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<tr>
<td>2</td>
<td>Monday 20 July</td>
<td>Marketplace and Customer</td>
<td>3</td>
<td><strong>MAS1</strong>: Open 9.00am Mon 20 July</td>
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<tr>
<td>3</td>
<td>Monday 27 July</td>
<td>Managing Marketing Information</td>
<td>4</td>
<td><strong>MAS1</strong>: Close 5.00pm Fri 31 July</td>
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<td>4</td>
<td>Monday 3 August</td>
<td><strong>Module 2</strong> Understanding Buyer Behaviour</td>
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<td>5</td>
<td>Monday 10 August</td>
<td>Customer Segments</td>
<td>6</td>
<td><strong>MAS2</strong>: Open 9.00am Mon 10 Aug</td>
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<td>6</td>
<td>Monday 17 August</td>
<td>Products, Services and Brands; New Products</td>
<td>7 &amp; 8</td>
<td><strong>MAS2</strong>: Close 5.00pm Fri 21 Aug</td>
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<tr>
<td>7</td>
<td>Monday 24 August</td>
<td><strong>Module 3</strong> Pricing: Capture Customer Value</td>
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<td></td>
<td></td>
<td><strong>Mid-Semester Break: 31 August – 4 September inclusive</strong></td>
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<tr>
<td>8</td>
<td>Monday 7 September</td>
<td>Placement: Customer Value Fulfilment</td>
<td>10</td>
<td><strong>MAS3</strong>: Open 9.00am Mon 7 Sept</td>
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<tr>
<td>9</td>
<td>Monday 14 September</td>
<td>Communicating Customer Value through Promotion</td>
<td>11, 12 &amp; 13</td>
<td><strong>MAS3</strong>: Close 5.00pm Fri 18 Sept</td>
</tr>
<tr>
<td>10</td>
<td>Monday 21 September</td>
<td>Concept review and Case Analysis Q &amp; A</td>
<td></td>
<td><strong>Individual Case Analysis</strong>: Due 2.00pm Sun 27 Sept</td>
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<tr>
<td>11</td>
<td>Monday 28 September</td>
<td><strong>Module 4</strong> Company and Marketing Strategy</td>
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<td>12</td>
<td>Monday 5 October</td>
<td>Sustainable Marketing</td>
<td>14</td>
<td><strong>MAS4</strong>: Open 9.00am Mon 5 Oct</td>
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<tr>
<td>13</td>
<td>Monday 12 October</td>
<td>The Expanded Marketing Mix</td>
<td>Reading available on MyLo</td>
<td><strong>MAS4</strong>: Close 5.00pm Fri 16 Oct</td>
</tr>
</tbody>
</table>

**Examination Period: 24 October – 10 November 2015**