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

Extended Spring School, 2015-2016

THIS UNIT IS BEING OFFERED IN:

HOBART/DISTANCE MODE

Taught by:

Dr Linda French

CRICOS Provider Code: 00586B
Contact Details

Unit Coordinator: Dr Linda French

Campus: Hobart

Room Number: R422, Centenary Building

Email: Linda.French@utas.edu.au

Phone: 6226 2823

Consultation: By appointment (note: I work Monday, Tuesday and Wednesday only).
Unit Description

Marketing is the practice of managing an organisation’s market offerings to create value-laden customer exchanges. Adopting a market orientation means that 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. For example, students will be introduced to theories underpinning marketing research, buyer behaviour, market segmentation, strategic marketing planning, and the marketing mix.

The aim of this unit is to provide students with the foundational knowledge on how to market goods and services, and understand the strategic application and role of marketing within the organisational, business and social environment.

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

Co-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 16 November, 2015. Materials relevant to the unit will be available to students from on MyLO from 31 October.

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>Define marketing theories, concepts and principles using the lexicon of marketing.</td>
<td>Assessment item 1, 2 &amp; 3</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><strong>Learning Outcome 2</strong></td>
<td>Define the principles underpinning segmentation, target marketing and positioning.</td>
<td>Assessment item 1 &amp; 2</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 3</strong></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>Assessment item 2 &amp; 3</td>
<td></td>
</tr>
<tr>
<td><strong>Learning Outcome 4</strong></td>
<td>Discuss the importance of marketing research and environmental scanning to marketing planning.</td>
<td>Assessment item 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 ten (10) week study schedule containing three (3) modules, with face-to-face classes commencing the week of Monday 16 November. The University’s MyLO (My Learning Online) system will be used as the central platform for posting and accessing resources and learning materials. The assessment of the learning outcomes will take place via three pieces of assessment: online module activities (3 sets), an 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.


Evans, D 2012, *Social media marketing: an hour a day*, Wiley, Indianapolis, Ind. (eBook)

Ferrell, OC & Hartline, MD 2014, *Marketing strategy: text and cases*, South Western Cengage Learning, Mason OH.


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)


**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:

**Peer Reviewed Journals:**
- 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**


For further technical information and help, contact the UTAS Service Desk on 6226 1818 or at [http://www.utas.edu.au/service-desk](http://www.utas.edu.au/service-desk) during business hours.

**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.

OR

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

OR

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 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, assessment guides, and online activity instructions can also be accessed.
on MyLO. 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**

Extended Spring School 2015-2016 is being taught using a blended format. The first two weeks (commencing 31 October) will be via MyLO only (there are no face-to-face sessions in these weeks). This unit will be delivered in a modular structure covering a ten (10) week semester. Each of the three (3) modules will cover a range of topics, which will be delivered via workshop sessions, recorded lectures, and online activities.

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.

This unit has a weighting of 12.5 credit points.

**Lecture/Workshop Mode**

Those students enrolled in **attending** (face-to-face) mode are expected to attend 3 x class hours each week (Week 1 to 10). These hours comprise a weekly lecture/workshop session, on each Tuesday between 10.00am and 1.00pm. These sessions will take place in the Centenary Lecture Theatre (ground floor of Centenary Building). Prior to lecture/workshop attendance, students are expected to have read the specified chapters (as shown in the Study Schedule on page. 18), and commenced the applicable Module Activities. These sessions provide a valuable opportunity for students to engage in a series of activities designed to consolidate, reinforce, and check understanding of marketing theories, and their application to practical business situations. Although attendance at lectures/workshops is not compulsory, it is strongly recommended.

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 recorded lecture/workshop sessions, class preparation, researching and completing assessment tasks, and general study and revision.

**Distance Mode**

Those students enrolled in **distance** mode are expected to view the recorded lecture/workshop each week (available on MyLo) and if required, take advantage of one or more of the five (5) ‘Drop-in consultation sessions’. Facilitated by the Unit Coordinator, these sessions will be student driven, and provide an opportunity for students to ask questions relating to the unit content, check understanding, and clarify theories and concepts. Online ‘drop-in sessions’ 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. More detail on the dates and times of these sessions will be posted on MyLO in the first week of semester.

As mentioned in the previous section, students are expected to dedicate around 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 recorded lecture/workshop sessions, class preparation, researching and completing assessment tasks, and general study and revision.

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.

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 (BMA151)
- 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.

<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><strong>THREE (3) online module activity sets (MAS).</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAS1:</strong></td>
<td><strong>Open 9.00am Mon 23 Nov</strong>&lt;br&gt;<strong>Close 2.00pm Sun 6 Dec</strong></td>
<td><strong>10 marks each</strong>&lt;br&gt;(Total of 30%)</td>
<td><strong>1, 2, 3 &amp; 4</strong></td>
</tr>
<tr>
<td><strong>MAS2:</strong></td>
<td><strong>Open 9.00am Thurs 10 Dec</strong>&lt;br&gt;<strong>Close 2.00pm Wed 23 Dec</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAS3:</strong></td>
<td><strong>Open 9.00am Thurs 14 Jan</strong>&lt;br&gt;<strong>Close 2.00pm Wed 27 Jan</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Assessment 2</strong></td>
<td><strong>Individual Case Analysis</strong></td>
<td><strong>30%</strong></td>
<td><strong>1, 2 &amp; 3</strong></td>
</tr>
<tr>
<td><strong>Assessment 3</strong></td>
<td><strong>Final Examination</strong></td>
<td><strong>40%</strong></td>
<td><strong>1, 2, 3 &amp; 4</strong></td>
</tr>
</tbody>
</table>

### Assessment Item 1 – THREE online Module Activity Sets (MAS)

**Task Description:** To complete this assessment item, click on the ‘content’ icon on the top tool bar; scroll down and click on the ‘assessment’ icon on the left side menu; click on the module you wish to enter; click on the specific activity you wish to complete; read all 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; posts to discussion forums; comments on current marketing campaigns. Detailed instructions for the completion of online activities within each MAS will also be available to download from MyLO as a ‘checklist’ document. This document will enable students to track their progression through the activities.

**Content for each MAS:**

- **MAS1** will address content from:<br>Prescribed text Chapters 1, 2, 5 & 6

- **MAS2** will address content from:<br>Prescribed text Chapters 7, 8, 9, 10, 11, 12 & 13

- **MAS3** will address content from:<br>Prescribed text Chapters 3, 4, 14 & Pride et al., reading
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 sentence 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 written sentences are required, the total content of the submission must NOT exceed 150 words.

**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 & 4

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

**MAS 1:**
- Open 9.00am Mon 23 Nov
- Close 2.00pm Sun 6 Dec

**MAS 2:**
- Open 9.00am Thurs 10 Dec
- Close 2.00pm Wed 23 Dec

**MAS 3:**
- Open 9.00am Thurs 14 Jan, 2016
- Close 2.00pm Wed 27 Jan, 2016

*No extensions will be granted for this assessment item, and submissions will not be accepted after 2.00pm on the due date.*

**Value:** Each MAS is worth 10% (total value of 30%)
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). This choice 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 sources (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 Case Analysis. This theory can be sourced from the prescribed text, and importantly from peer-reviewed journal articles, which are available from the library databases. To this theoretical 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 that 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 products’ 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 essay format, using 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 to use the prescribed text, plus a minimum of FOUR (4) academic references (peer-reviewed journal articles), in addition to the secondary sources from which New Product information is sourced (e.g. Internet). 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 14).

2800 words \textit{maximum}

\textbf{Task Length:} \\
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.

\textbf{Link to Unit's Learning Outcomes:} \\
1, 2 & 3

\textbf{Due Date:} \\
2.00pm Sunday 10 January, 2016

\textbf{Value:} \\
30%

\textbf{Assessment Item 3 – Final Examination}

\textbf{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 20 marks. Section B will require students to answer TWO (2) from a choice of FOUR (4) short essay questions. Each short essay question is worth 10 marks for a total Section B value of 20 marks.

\textbf{Task Length:} \\
3 hours (preceded by 15 minutes reading time)

\textbf{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.

\textbf{Link to Unit's Learning Outcomes:} \\
1, 2, 3 & 4

\textbf{Due Date:} \\
To be scheduled by the Exam Office and communicated directly to \textit{attending} and \textit{distance} students.
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](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](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](http://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](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](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. 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. Note
that if you have passed the unit you will be required to pay $50 for this review.

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

\section*{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:

\begin{center}
ACADEMIC DIRECTOR – UNDERGRADUATE PROGRAMS
Name: Mr David Kronenberg
Room: 301, Centenary Building, Sandy Bay
Email: David.Kronenberg@utas.edu.au
\end{center}

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 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

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. 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.

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.

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/ or follow the link under ‘Policy, Procedures and Feedback’ on the Current Students homepage.
## Study Schedule

MyLO opens (containing all teaching materials, including the unit outline) – 31 October

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday 16 November</td>
<td><strong>Module One</strong> Marketing: Creating and capturing customer value</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Company and marketing strategy</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Monday 23 November</td>
<td>Understanding consumer behaviour</td>
<td>5</td>
<td><strong>MAS1 Open:</strong> 9.00am Mon 23 Nov</td>
</tr>
<tr>
<td>3</td>
<td>Monday 30 November</td>
<td>Customer-driven marketing strategy</td>
<td>6</td>
<td><strong>MAS1 Close:</strong> 2.00pm Sun 6 Dec</td>
</tr>
<tr>
<td>4</td>
<td>Monday 7 December</td>
<td><strong>Module Two</strong> Products, services and brands</td>
<td>7</td>
<td><strong>MAS2 Open:</strong> 9.00am Thurs 10 Dec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Developing new products</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Monday 14 December</td>
<td>Pricing to capture customer value</td>
<td>9</td>
<td><strong>MAS2 Close:</strong> 2.00pm Wed 23 Dec</td>
</tr>
<tr>
<td>6</td>
<td>Monday 21 December</td>
<td>Placement: Customer value fulfilment</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

**Mid Semester Break: 12pm, Thursday 24 December –Sunday 3 January inclusive**

<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>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Monday 4 January</td>
<td>Communicating customer value</td>
<td>11, 12, &amp; 13</td>
<td><strong>Individual Case Analysis:</strong> Due 2.00pm Sun 10 Jan</td>
</tr>
<tr>
<td>8</td>
<td>Monday 11 January</td>
<td><strong>Module Three</strong> Analysing the marketing environment</td>
<td>3</td>
<td><strong>MAS3 Open:</strong> 9.00am Thurs 14 Jan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Managing marketing information to gain customer insights</td>
<td>4</td>
<td><strong>MAS3 Close:</strong> 2.00pm Wed 27 Jan</td>
</tr>
<tr>
<td>9</td>
<td>Monday 18 January</td>
<td>Sustainable marketing</td>
<td>14</td>
<td><strong>MAS3 Close:</strong> 2.00pm Wed 27 Jan</td>
</tr>
<tr>
<td>10</td>
<td>Monday 25 January</td>
<td>Expanded marketing mix</td>
<td>Pride et al., Reading available on MyLO</td>
<td><strong>MAS3 Close:</strong> 2.00pm Wed 27 Jan</td>
</tr>
</tbody>
</table>

February 1-12 Summer School examination period