BMA506
FOUNDATIONS OF MARKETING

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator
Linda French
# CONTACT DETAILS

## Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Linda French</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Hobart</td>
</tr>
<tr>
<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>03 6226 2823</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>Room 422, Level 4, Centenary Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By Appointment</td>
</tr>
</tbody>
</table>
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WHAT IS THE UNIT ABOUT?

Unit description

Marketing is a business function that goes beyond the mere act of selling or advertising, it encompasses the entire process through which value is created, captured and offered to customers. It is critical that organisations establish and maintain relationships with customers to achieve and sustain a competitive advantage. In order to compete effectively in an increasingly dynamic global market, managers must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals.

The focus of this unit is to develop your knowledge of what marketing is, how it works and why it is important in a business context. It provides you with a comprehensive description of the key theories and concepts upon which the marketplace can be understood, assessed and targeted. This unit will equip you with the foundational knowledge and skills required to engage in and manage the process through which a firm’s value offerings are marketed to customers.

Intended Learning Outcomes

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

1. explain the fundamentals of marketing.
2. discuss and apply the theories upon which the marketplace can be understood, assessed, and targeted.
3. apply the marketing mix to analyse marketing problems.
4. analyse and communicate marketing problems and solutions.
Graduate Quality Statement

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 Statement.

The University of Tasmania experience unlocks the potential of individuals. 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. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

Based on feedback from Semester 2, 2018 (Semester 1, 2019 feedback not yet available) changes have been made to the Assessment Tasks for this unit. The summative Final Examination has been removed, and a two-part Case Study included to allow for formative feedback to be incorporated into the second submission. In addition, to encourage Workshop attendance the two online quizzes have been removed and replaced with short, in-class presentations.

Prior knowledge &/or skills

This unit has no pre-requisites.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessment Task 1:</strong> Product Peeks</td>
<td>Week 3 to 13 inclusive</td>
<td>9%</td>
<td>2, 3 &amp; 4</td>
</tr>
<tr>
<td></td>
<td>(students will be chosen randomly each week to present. Each student must present 3 times in total)</td>
<td>(3% each)</td>
<td></td>
</tr>
<tr>
<td><strong>Assessment Task 2:</strong> Application</td>
<td>Week 4, 6, 9, 11 &amp; 12</td>
<td>30%</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(6% each)</td>
<td></td>
</tr>
<tr>
<td><strong>Assessment Task 3:</strong> Case Study, Part A</td>
<td>Due 11.30pm, Sunday 15th September</td>
<td>21%</td>
<td>1, 2 &amp; 4</td>
</tr>
<tr>
<td><strong>Assessment Task 4:</strong> Case Study, Part B</td>
<td>Due 11.30pm, Sunday 20th October</td>
<td>40%</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
</tbody>
</table>

**Assessment Task 1: Product Peeks**

**Task description**

For Week 3 to 13 inclusive, choose a print advertisement for a specific type of product (as specified below). Bring the advertisement to class and be prepared to introduce it, and answer the following 3 questions:

1. What are the characteristics of the chosen product’s target market? (consider geographic, demographic, psychographic and behavioural characteristics as shown in Table 6.1 prescribed text).
2. What is the value proposition of your chosen product?
3. What need(s) does the chosen product satisfy? (consider Maslow’s Hierarchy of Needs, page 147 prescribed text).

(Note: you may be asked to clarify or justify your points).

Week 3: a service product  
Week 4: an insurance product  
Week 5: a children’s product  
Week 6: a globally branded product  
Week 7: a luxury product  
Week 9: a fast-moving consumer good  
Week 10: a niche product  
Week 11: a digital product  
Week 12: a product positioned on its sustainability  
Week 13: any service product of your choice
**Attending students**
Throughout the Semester you will be called upon in THREE (3) Workshops to present the “peek” at your product of choice. NOTE: students will be chosen at random.

**Distance students**
Throughout the Semester you will be emailed THREE (3) times on a Thursday afternoon requesting that you submit a copy of the print advertisement, and short written response to the 3 questions (see page 4) applied to your chosen product. Your submission must be uploaded to MyLO within 24 hours. NOTE: Students will be chosen at random.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Discuss the segmentation, targeting, and positioning process.</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Identify and apply the unique characteristics of services marketing to market service firms.</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Analyse a marketing problem and communicate it professionally in both written and oral fashion.</td>
<td>4</td>
</tr>
</tbody>
</table>

**Tas length** 3 minutes *maximum*

**Due by date**
Week 3 to 13 inclusive.
If you are absent when your name is called to present (Attending students) or fail to respond to the email request for submission within the given timeframe (Distance students), you will receive a mark of 0/3.

**Value** 9 marks (3 marks available for each Product Peek)

**Assessment Task 2: Application Activities**
**Description**
Select ONE (1) of the following ‘New Products’ launched on to the Australian consumer market in 2018/2019. This New Product will be your focus for ALL Applications Activities AND Case Study, Part A and B:
- **Country Road:** Traceable Merino Knit Range;
- **DJI:** Osmo Action Camera;
- **Just Water, JUST Australia:** Spring water.

**Attending Students**
During Workshops in Week 4, 6, 9, 11 and 12, you will be required to complete and submit a short hand-written activity related to your chosen ‘New Product’ (from the list above). You will be provided with instructions in-class and a maximum of 45 minutes to complete each Application Activity. During this time, you may
refer to the prescribed text, personal Lecture/Workshop notes, and your own New Product research to assist with your submission. The Unit Coordinator will also be available to clarify specific concept related questions or advise on theory application.

You **MUST** submit your written response to the Unit Coordinator at the conclusion of the Workshop. If you are **NOT** able to attend your allocated Workshop in any given week, you may attend an alternate Workshop subject to available space and the Unit Coordinator’s permission.

**Distance students:**
At 6.00pm (AEST) on the Thursday of Week 4, 6, 9, 11 and 12, instructions will become available on MyLO for the completion of a short, written activity related to your chosen 'New Product'. A drop-box will be made available for your submission to MyLO prior to 6.00pm (AEST) on the Friday of Week 4, 6, 9, 11 and 12. Thus, you can complete and upload your submission at any time within this 24-hour period. The Unit Coordinator will be available to answer questions, clarify concepts and/or guide on application during the relevant Week's online 'Drop-in-Session' (further information on page 17), which will occur prior to Application Activity submission.

**All students:**
The broad topic for each activity is listed below:
- **Week 4:** the marketing environment
- **Week 6:** target marketing and positioning
- **Week 9:** product and price
- **Week 11:** place and promotion
- **Week 12:** ethics, sustainability and CSR

**NOTE:** These activities are designed to assess your understanding of marketing in action, therefore citations and a reference list are **NOT** required. These activities are **NOT** tests. They are designed to ensure that you keep pace with the unit content, have commenced researching ‘how’ your chosen New Product is marketed, and provide you with an opportunity to work with the Unit Coordinator and your peers to prepare your Assessment Task 3 and 4 submissions.

<table>
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<th>Measures ILO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain how marketers systematically analyse the marketing environment to uncover and evaluate opportunities.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Discuss the segmentation, targeting, and positioning process.</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Identify and apply strategies and tactics related to product line management, branding, packaging and innovation.</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Activity Description</td>
<td>Marks</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>4</td>
<td>Apply pricing decisions for firms and identify the economic influences on setting prices.</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Describe the importance of marketing channels and identify different channel strategies.</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Identify and apply the different elements of an integrated marketing communication (IMC) program.</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Discuss the concept of digital marketing.</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Discuss the concept of marketing ethics and how it is relevant to the firm's marketing decisions and strategies.</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>Analyse a marketing problem and communicate it professionally in written and/or oral fashion.</td>
<td>4</td>
</tr>
</tbody>
</table>

**Task length**

150 words **maximum** (no 10% leeway) each Activity

**Due by date**

Application Activities are to be completed and submitted during Workshops (Attending students), or before 6.00pm (AEST) Friday (Distance students) of Week 4, 6, 9, 11 and 12

**Value**

30 marks (6 marks available for each Application Activity)

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**Assessment Task 3: Case Study, Part A**

**Task description**

The purpose of this task is to demonstrate your understanding of the initial stages in the process of developing a marketing strategy.

To do this, you will need to:

1. Generate knowledge and understanding of the process of marketing strategy development (sourced from the prescribed text, and peer-reviewed journal articles available from the library databases).

2. Selected ONE (1) of the 'New Products' launched on to the Australian consumer market in 2018/2019 (as listed below). The chosen New Product will be the focus of your AAs, Case Study, Part A and B:
   - **Country Road**: Traceable Merino Knit Range;
   - **DJI**: Osmo Action Camera;
   - **Just Water, JUST Australia**: Spring water.

3. Undertake research into 'how' your chosen New Product is marketed to consumers in Australia. This research should be conducted using only publicly available sources (e.g., websites, trade journals, industry reports, magazine articles, blogs, reviews, personal observation).
4. Refer to your knowledge and understanding of marketing theory to identify the strategic reasons 'why' the New Product is marketed in the manner identified.

5. Prepare your written Case Study, Part A submission using the following structure:

**Introduction:**
Introduce the marketing concepts that will be addressed in your Case Study, Part A (the Marketing Environment, Segmentation and the Target Market, Value Proposition and Positioning), and introduce the chosen New Product.

**Body:**
- Use cited marketing theory to discuss the purpose and process of scanning and monitoring the Marketing Environment. Based on insights from your Case research, apply cited Case data to this theory to highlight and discuss the specific Macro and Micro Environmental trends that led to identification of the Opportunity to develop your chosen New Product.
- Use marketing theory to discuss the purpose and process of Market Segmentation, and importance of identifying a defined Target Market. Based on insights from your Case research, apply cited Case data to this theory to construct a 'profile' of the New Product's Target Market.
- Use marketing theory to discuss the importance of identifying and communicating a products' Value Proposition. Based on insights from your Case research, apply cited Case data to this theory to discuss the chosen New Product’s Value Proposition, and resultant perceptual Positioning in the market. It may be useful to also include brief discussion on 1 or 2 direct competitor offerings to support Positioning discussion.

**Conclusion:**
A short summary of the marketing concepts covered in Case Study, Part A, and introduction to the concepts that will be addressed in Case Study, Part B, that is, an integrated marketing mix.

**Presentation and Submission:**
- Case Study, Part A should be presented in essay format (introduction, body and conclusion), using 12-point font with 1.5 or double line spacing (headings should be used to help structure content).
- Page numbers must be used.
- For this assessment item, students are to use the prescribed text, plus a minimum of FIVE (5) academic references (peer-reviewed journal articles). In addition, secondary sources from which New Product case information is sourced (e.g., Internet, magazines) must also be cited (no specified number of secondary sources).
• A hard copy submission is **NOT** required.
• Students seeking an extension on the submission deadline must complete an 'Extension Request Form' which can be accessed via the 'Assessment Task 3 – Case Study, Part A' folder in MyLO. The completed form along with supporting documentation must be submitted to the 'Extension Request Form' drop-box where it will be assessed by the Unit Coordinator and a response provided.
• 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 4 & 5 of the ‘Late Assessment and Extension Policy’ provided on MyLO, and on Page 12 & 13 of this Unit Outline).

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILOs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Define value-driven marketing and describe how marketers create, capture, communicate and deliver value to consumers.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Explain how marketers systematically analyse the marketing environment to uncover and evaluate opportunities.</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Discuss the segmentation, targeting, and positioning process.</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Discuss and apply the concept of marketing research.</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Analyse a marketing problem and communicate it professionally in written and/or oral fashion.</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Length</th>
<th>1500 word <strong>maximum</strong> (no 10% leeway).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due Date</td>
<td>11.30pm, Sunday 15th September (Week 8)</td>
</tr>
<tr>
<td>Value</td>
<td>21 marks</td>
</tr>
</tbody>
</table>

### Assessment Task 4: Case Study, Part B

**Task description**

The purpose of this task is to demonstrate your understanding of the latter stages in the process of developing a marketing strategy.

To do this, you will need to:

1. Generate knowledge and understanding of the process of marketing strategy development (sourced from the
prescribed text, and peer-reviewed journal articles available from the library databases).

2. Continue research into ‘how’ your chosen New Product (same as your focus for the AAs and Case Study, Part A) is marketed to consumers. This research should be conducted using only publicly available sources (e.g., websites, trade journals, industry reports, magazine articles, blogs, reviews, personal observation).

3. Refer to your knowledge and understanding of marketing theory to identify the strategic reasons ‘why’ the New Product is marketed in the manner identified.

4. Prepare your written Case Study, Part B submission using the following structure:

**Introduction:**
Introduce the marketing concepts that will be addressed in your Case Study, Part B (the Marketing Mix), and briefly re-introduce the chosen New Product, characteristics of the Target Market and perceptual Positioning (citations for these concepts is not required as they were introduced in Case Study, Part A).

**Body:**
- Use marketing theory to discuss the purpose and components of an integrated Marketing Mix.
- Based on insights from your Case research, apply cited Case data to this theory to discuss the function of the Product element of the marketing mix.
- Based on insights from your Case research, apply cited Case data to this theory to discuss the function of the Price element of the marketing mix.
- Based on insights from your Case research, apply cited Case data to this theory to discuss the function of the Place element of the marketing mix.
- Based on insights from your Case research, apply cited Case data to this theory to discuss the function of the Promotion element of the marketing mix.

**Conclusion:**
Present a summary opinion on how effective you believe the elements of the Marketing Mix have been integrated to communicate the New Product’s Value Proposition, support the desired perceptual Positioning in the market, and deliver value to the Target Market. Present recommendations to address any deficits you have identified in the marketing strategy developed for your chosen New Product.

**Presentation and Submission:**
- Case Study, Part B should be presented in essay format (introduction, body and conclusion), using 12-point font with 1.5 or double line spacing (headings can be used to help structure content).
- Page numbers must be used.
- For this assessment item, students are to use the prescribed text, plus a **minimum of EIGHT (8) academic references** (peer-reviewed journal articles). In addition, **secondary sources** from which New Product case information is sourced (e.g., Internet, magazines) must also be cited (no specified number of secondary sources).
- A hard copy submission is **NOT** required.
- If you are unable to submit your Case Study, Part B for any reason, you **MUST** contact the Unit Coordinator to discuss options **PRIOR** to the submission deadline.

<table>
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</tr>
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<tbody>
<tr>
<td>1</td>
<td>Define value-driven marketing and describe how marketers create, capture, communicate and deliver value to consumers.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Discuss and analyse the consumer buying decision process.</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Identify and apply strategies and tactics related to product line management, branding, packaging and innovation.</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Apply pricing decisions for firms and identify the economic influences on setting prices.</td>
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<tr>
<td>7</td>
<td>Discuss the concept of digital marketing.</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Apply the concepts of value-driven marketing to evaluate the marketing mix.</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Analyse a marketing problem and communicate it professionally in written and/or oral fashion.</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>Communicate the solution to a marketing problem professionally in written and/or oral fashion.</td>
<td>4</td>
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</tbody>
</table>

| Task length      | 2500 word **maximum** (no 10% leeway). |
Due Date | 11.30pm, Sunday 20th October (Week 13).
---|---
Value | 40 marks

**How your final result is determined**

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes. Your grade will be determined in the following way:

- Your overall mark in this unit will be determined by combining your results from each Assessment Task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work. Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, Workshop 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 you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

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 a perfect system, items sometimes go astray.

**Requests for extensions**

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.

**Penalties**
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. Assessment items submitted more than five (5) days late will not be accepted. Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

**Review of results and appeals**
Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application. Please read and follow the directions provided by the University at:

**Academic referencing**
Before starting your assignments, you are advised to familiarise yourself 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, and Case information from secondary sources about your chosen New Product. 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 you with useful information about the structure and style of assignments in the TSBE.
The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit. Please read the following statement on plagiarism. Should you require clarification please see your Unit Coordinator.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author’s ideas without proper acknowledgment and citation, 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. You may also find the Academic Honesty site on MyLO of assistance.

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 the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

**Academic misconduct**

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, and 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 Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
# WHAT LEARNING OPPORTUNITIES ARE THERE?

## MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

## Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the [Getting Started in MyLO unit](#). For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the [MyLO Student Support page](#) on the University website. If something is not working as it should, [contact the Service Desk](mailto:Service.Desk@utas.edu.au) (phone 6226 1818), or [Request IT Help Online](#).

## Resources

### Required readings

You will need the following text [available from the Co-op Bookshop]:


### Recommended readings


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


**Reading Lists**
Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

**Other Required Resources**
In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- *Australasian Marketing Journal*
- *Industrial Marketing Management*
- *International Journal of Research in Marketing*
- *Journal of Consumer Research*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of Marketing Theory and Practice*
- *Journal of the Academy of Marketing Science*

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

1. [www.ami.org.au](http://www.ami.org.au)

**Activities**

**Learning expectations**

The University is committed to high standards 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.

**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.**
Details of teaching arrangements
This unit will be delivered over a thirteen (13) week semester. To fully participate in this unit, PRIOR to attending weekly Lectures (if an Attending student) or viewing the weekly Lecture recordings (Distance students), ALL students are expected to:

- Read the specified Chapter(s) of the prescribed text (see the Study Schedule commencing on page 20);

- View the weekly ‘concept’ videos available on MyLO.

PRIOR to attending weekly Workshops (if an Attending student) or the Drop-in-Session (if a Distance student – see below), ALL students are expected to:

- Read and complete the tasks specified in the Study Schedule (commencing on page 20) for the relevant Week. This may include the preparation of answers to a small Case Study or Marketing Applications questions from the prescribed text, preparation of a Product Peek, and research into the chosen New Product for AAs, Case Study, Part A and B.

Attending Students:
Attending students are expected to attend one 90-minute Lecture (each week for thirteen weeks), and one 90-minute Workshop (each week for twelve weeks) which equates to THREE (3) contact hours weekly.

Workshops commence in Week 2, and you will be able to self-enrol for a Workshop (or alter Workshop enrolment) electronically through MyLO between 9.00am Monday Week 1, and 9.00am Monday Week 3. Attending students who have not enrolled in a Workshop by this time will be allocated to a Workshop by the Unit Coordinator and informed of the allocated slot via University email. Variations in Workshop enrolments will not be permitted after this time.

These workshops are designed to provide an active and collaborative learning environment in which you can draw on your knowledge from the prescribed text, ‘concept’ videos, and wider reading and research, to discuss, review and analyse critical marketing-related issues and challenges. It is essential that you attend Workshops prepared if you are to take advantage of the marks available for completion of Product Peeks and Application Activities, and the opportunity to work consistently with the Unit Coordinator toward preparation of your Case Study, Part A and B.

Distance Students:
Distance students will have access via MyLO to a weekly recording of the Hobart Lecture within 24 hours of its completion. You will also have access weekly to a 1-hour online Drop-in-Session with the Unit Coordinator who will be available to go through tasks specified in the relevant Week’s Study Schedule, answer any Unit related questions, clarify concepts and provide guidance on Assessment tasks. Further detail on the day and time for the online Drop-in-Session will be made available on MyLO during the first week of semester. The online Drop-in-Session will be delivered using the University’s web conferencing software package – Blackboard Collaborate Ultra. If you wish to participate in these sessions, you will need internet access, a head-set, and a microphone.
All Students:
In addition to the aforementioned class hours, you 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 reviewing the Lecture/Workshop content, class preparation, researching and completing assessment tasks, and general study and revision. 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. For detail on the Lecture/Workshop timetable, please go to http://student.admin.utas.edu.au/coursesenrolment/timetable/

Specific performance requirements
During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled, or you may be withdrawn from the unit.

In this unit, your active engagement will be monitored in the following way:
1. Providing evidence of preparation for, or completion, of a Product Peek in Week 3 or 4 (value: 3 marks).
2. Completion and submission of Application Activity 1 in Week 4 (value: 6 marks).

Teaching and learning strategies
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.

Work Health and Safety (WHS)
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 Work Health and Safety website and policy.

Communication
TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement 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 Ask the Class Discussion forum on the unit’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.

**Concerns and complaints**

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the 'How to resolve a student complaint' page.

**Further information and assistance**

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the Unit Coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
## Unit schedule

<table>
<thead>
<tr>
<th>WEEK &amp; DATE BEGINNING</th>
<th>PRIOR TO LECTURE ATTENDANCE/VIEWING STUDENTS MUST</th>
<th>PRIOR TO WORKSHOP (ATTENDING)/DROP-IN-SESSION (DISTANCE) ATTENDANCE, STUDENTS MUST</th>
<th>RESOURCES/READINGS/ FURTHER INFORMATION</th>
</tr>
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<tbody>
<tr>
<td><strong>Week 1: 15 July</strong></td>
<td>Read Chapter 1 prescribed text: ‘Overview of Marketing’.</td>
<td>N/A Workshops and Drop-in Session commence in Week 2.</td>
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<td>View weekly ‘concept’ videos on MyLO.</td>
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<tr>
<td><strong>Week 2: 22 July</strong></td>
<td>Read Chapter 4 prescribed text: ‘Analysing the Marketing Environment’</td>
<td>Choose the New Product for your AAs, Case Study, Part A and B and commence researching.</td>
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<tr>
<td></td>
<td>Read Chapter 7 prescribed text: ‘Marketing Research’.</td>
<td>Read and prepare answers to Case Study 1.1 Kitties and coffee (page 16-17 prescribed text).</td>
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<td></td>
<td>View weekly ‘concept’ videos on MyLO.</td>
<td>Prepare answers to Marketing Applications question 1 (page 122 prescribed text).</td>
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<td>Prepare answers to Marketing Applications question 9 (page 231 prescribed text).</td>
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<tr>
<td><strong>Week 3: 29 July</strong></td>
<td>Read Chapter 10 prescribed text: ‘Services: The Intangible Product’.</td>
<td>Read ‘Adding Value 10.2: Wolgan Valley Service Quality’ (page 316-317 prescribed text), and address the following task:</td>
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<td></td>
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<td><strong>Product Peek:</strong> 8 to 12 students will be randomly chosen to present.</td>
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</table>
View weekly ‘concept’ videos on MyLO.

- Explain how management of the Wolgan Valley Resort & Spa uses Processes, Physical evidence and People to deal with the unique characteristics of their service offering.

Continue researching New Product for your AAs, Case Study, Part A and B.
Prepare a Product Peek for discussion.

| Week 4: 5 August | Read Chapter 5 prescribed text: ‘Consumer Behaviour’. View weekly ‘concept’ videos on MyLO. | Read and prepare answers to Case Study 5.1 Consuming reality (page 145-146 prescribed text). Prepare a Product Peek for discussion. Continue researching the New Product for your AAs, Case Study, Part A and B in preparation to complete AA 1. | Product Peek: 8 to 12 students will be randomly chosen to present. Topic: An insurance product Time: 3 minutes Value: 3 marks |
| Week 5: 12 August | Read Chapter 6 prescribed text: ‘Segmentation, Targeting and Positioning’. View weekly ‘concept’ videos on MyLO. Read and prepare answers to Case Study 6.1 Kill_Kapture (page 180 prescribed text). Prepare a Product Peek for discussion. Continue researching New Product for your AAs, Case Study, Part A and B in preparation to complete AA 1. | Product Peek: 8 to 12 students will be randomly chosen to present. Topic: A children’s product Time: 45 mins Value: 6 marks |
| Week 6: 19 August       | AAs, Case Study, Part A and B. | Time: 3 minutes  
Value: 3 marks |
<table>
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<tbody>
<tr>
<td><strong>Read Chapter 8</strong></td>
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<tr>
<td><strong>prescribed text:</strong></td>
<td></td>
<td></td>
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<tr>
<td>‘Product and Branding Decisions’</td>
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<tr>
<td><strong>Read Chapter 9</strong></td>
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<tr>
<td><strong>prescribed text:</strong></td>
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<tr>
<td>‘Developing New Products’</td>
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<tr>
<td><strong>View</strong> weekly ‘concept’ videos on MyLO.</td>
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<tr>
<td><strong>Read and prepare answers</strong> to Case Study 8.1 Where all the products in a product line are the same (page 248-249 prescribed text).</td>
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<tr>
<td><strong>Prepare</strong> a Product Peek for discussion.</td>
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<tr>
<td><strong>Continue researching</strong> the New Product for your AAs, Case Study, Part A and B in preparation to complete AA 2.</td>
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| Week 7: 26 August      | AAs, Case Study, Part A and B. | Time: 3 minutes  
Value: 3 marks |
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<tbody>
<tr>
<td><strong>Read Chapter 11</strong></td>
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<tr>
<td><strong>prescribed text:</strong></td>
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<tr>
<td>‘Pricing Concepts for Establishing Value’.</td>
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<tr>
<td><strong>View</strong> weekly ‘concept’ videos on MyLO.</td>
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<tr>
<td><strong>Prepare answers</strong> to Marketing Applications questions 1, 2, 5 &amp; 9 (page 374 prescribed text).</td>
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<tr>
<td><strong>Prepare</strong> a Product Peek for discussion.</td>
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<tr>
<td><strong>Continue researching</strong> New Product for your AAs, Case Study, Part A and B.</td>
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| **Product Peek:**      | 8 to 12 students will be randomly chosen to present. |
| **Topic:** A globally branded product |
| **Time:** 3 minutes |
| **Value:** 3 marks |

| **Application Activity 2:** | |
| **Topic:** Target Market & Positioning |
| **Time:** 45 mins |
| **Value:** 6 marks |
| Week 8: 9 September | Lecture time: Dedicated to going through Referencing examples and answering questions about the Harvard Referencing style. | Workshop times: Dedicated to student consultation about Case Study, Part A. No appointment necessary, but students will be seen on a ‘first come, first served’ basis. | Case Study, Part A: 
Due: 11.30 pm, Sunday 15th September. 
Value: 21 marks. 
Length: 1500 words maximum (no +10%). |
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<tr>
<td>Week 9: 16 September</td>
<td>Read Chapter 12 prescribed text: ‘Supply Chain, Channel Management and Retail’. View weekly ‘concept’ videos on MyLO.</td>
<td>Read and prepare answers to Case Study 12.1 The demise of Masters (page 394-395 prescribed text). Prepare a Product Peek for discussion. Continue researching New Product for your AAs and Case Study, Part B.</td>
<td>Product Peek: 8 to 12 students will be randomly chosen to present. Topic: A fast-moving consumer good. Time: 3 minutes. Value: 3 marks.</td>
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<tr>
<td>Week 10: 23 September</td>
<td>Read Chapter 13 prescribed text:</td>
<td>Read and prepare answers to Case</td>
<td>Product Peek:</td>
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</table>

**Mid-Semester Break 2nd – 8th September**
<table>
<thead>
<tr>
<th>Week 11: 30 September</th>
<th>Read Chapter 2 prescribed text: 'Digital Marketing'.</th>
<th>Prepare answers to Marketing Applications questions 2, 3, 4 &amp; 6 (page 62 prescribed text).</th>
<th>Product Peek: 8 to 12 students will be randomly chosen to present. Topic: A digital product Time: 3 minutes Value: 3 marks</th>
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<tr>
<td></td>
<td>View weekly 'concept' videos on MyLO.</td>
<td>Prepare a Product Peek for discussion.</td>
<td>Application Activity 4: Topic: Place &amp; Promotion Time: 45 mins Value: 6 marks</td>
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<td>Continue researching New Product for your AAs and Case Study, Part B.</td>
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<td>Study 13.2 Can you escape? (page 460 to 461 prescribed text).</td>
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<td>Prepare a Product Peek for discussion.</td>
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<td>Continue researching New Product for your AAs and Case Study, Part B.</td>
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<td>8 to 12 students will be randomly chosen to present. Topic: A niche product</td>
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<td></td>
<td></td>
<td>Study 13.2 Can you escape? (page 460 to 461 prescribed text).</td>
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<td>Prepare a Product Peek for discussion.</td>
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<td>Continue researching New Product for your AAs and Case Study, Part B.</td>
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<td>8 to 12 students will be randomly chosen to present. Topic: A niche product</td>
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<td>Study 13.2 Can you escape? (page 460 to 461 prescribed text).</td>
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<td>Prepare a Product Peek for discussion.</td>
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<td>Continue researching New Product for your AAs and Case Study, Part B.</td>
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<td>8 to 12 students will be randomly chosen to present. Topic: A niche product</td>
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Week 12: 7 October

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<tr>
<th>Week 12: 7 October</th>
<th>Read Chapter 3 prescribed text: Marketing Ethics, Sustainability and CSR.</th>
<th>Read and prepare answers to Chapter Case Study: Bad Business – United Airlines Passenger Removal Incident (page 91-93 prescribed text).</th>
<th>Product Peek: 8 to 12 students will be randomly chosen to present. Topic: A product positioned on sustainability</th>
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<tbody>
<tr>
<td></td>
<td>View weekly 'concept' videos on MyLO.</td>
<td>Prepare a Product Peek for discussion.</td>
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<tr>
<td></td>
<td>Read and prepare answers to Chapter Case Study: Bad Business – United Airlines Passenger Removal Incident (page 91-93 prescribed text).</td>
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<td></td>
<td>Prepare a Product Peek for discussion.</td>
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<td>Continue researching New Product for your AAs and Case Study, Part B.</td>
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<td></td>
<td>8 to 12 students will be randomly chosen to present. Topic: A product positioned on sustainability</td>
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</table>
| **Week 13: 14 October** | Bring research for your chosen New Product for AAs and Case Study, Part B. | Time: 3 minutes  
Value: 3 marks  
**Application Activity 5**  
**Topic:** Ethics, Sustainability and CSR.  
**Time:** 45 mins  
**Value:** 6 marks |
|------------------------|--------------------------------------------------------------------------------|-----------------------------------------------|
| **Review, and prepare any question for Case Study, Part B.**  
During class we will complete a Case Study to summarise and consolidate unit content. | Prepare a Product Peek for discussion.  
Prepare any question you have regarding Case Study, Part B. | **Product Peek:**  
8 to 12 students will be randomly chosen to present.  
**Topic:** Any service product of your choice  
**Time:** 3 minutes  
**Value:** 3 marks  
**Case Study, Part B:**  
Due 11.30pm Sunday 20th October.  
**Value:** 40 marks  
**Length:** 2500 words  
**maximum** (no +/-10%). |
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.