Tasmanian School of Business and Economics

BMA151/251
PRINCIPLES OF MARKETING

Semester 2, Year 2018

Unit Outline

Dr Linda French
CONTACT DETAILS

Unit coordinator

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Room location and number: Room 422, Level 4, Centenary Building  
Consultation hours: By Appointment

Other teaching staff

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Room location and number: D113, Newnham  
Consultation hours: By Appointment
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</table>
NOTICE

This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. **You must read the Essential Information resource as it is considered part of this Unit Outline.**

WHAT IS THE UNIT ABOUT?

Unit description

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

This unit explores the basic principles and concepts that underpin marketing. You will be introduced to theories supporting market segmentation, target marketing, positioning and the marketing mix. This unit will provide you with the foundational knowledge on how firms market products, and an understanding of the role of marketing within the organisational, business and social environment. This unit will help you to develop skills in the application of marketing concepts to practical business problems in order to identify potential marketing solutions.

Intended Learning Outcomes

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

1. Explain marketing theories.
2. Apply knowledge of marketing theories to analyse marketing problems.
3. Discuss marketing’s role in an organisation and society.
4. Communicate knowledge of marketing theories in written form.
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>Assessment Task 1: Application Activities</td>
<td>Weeks 4 to 8 inclusive</td>
<td>30%</td>
<td>2 &amp; 4</td>
</tr>
<tr>
<td>Assessment Task 2: Individual Case Study</td>
<td>5.00pm, Sunday 23 Sept</td>
<td>30%</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
<tr>
<td>Assessment Task 3: Final Exam</td>
<td>Exam Period</td>
<td>40%</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Application Activities

During Tutorials in Week 4 to Week 8 inclusive, you will be required to complete and submit a short written activity related to the application of marketing concepts to the 'New Product' chosen for your Individual Case Study (Assessment Task 2). You will be provided with instructions and a maximum of 25 minutes to complete each Application Activity and you may refer to your eBook, personal lecture/tutorial notes, and your own New Product research to assist with your submission. Tutors are also available to clarify specific concept related questions, or advise on theory application. You MUST submit your written response to the Tutor at the conclusion of the Tutorial.

These activities are designed to ensure that you keep pace with the Unit content, and have commenced researching how your chosen New Product is marketed within Australia well in advance of Assessment Task 2 submission. In addition, the feedback provided will assist you to identify and frame the relevant marketing theories and concepts to be included in your Individual Case Study. As these activities are designed to provide the Teaching Team with a quick ‘snapshot’ of student thinking and understanding of marketing in action, the citation of academic sources is not required, and dot points or visual representation of thought with brief explanations is permitted. In other words, carefully constructed paragraphs aren’t necessary.

In order to most efficiently use the time available to complete each Application Activity, PRIOR to Tutorial attendance you MUST complete the relevant Week’s eBook reading, the specified Tutorial tasks (as shown in the Unit schedule at the end of this Unit Outline), and undertake preliminary research to identify New Product evidence to support your practical application.

Attending students:

Please note that NO extensions will be granted for this assessment task, and submissions will not be accepted after the conclusion of your allocated Tutorial time. If you are NOT able to attend your allocated Tutorial time in any given week, you may attend an alternate Tutorial subject to available space and the Tutor’s permission. Tutorial attendance will be documented to ensure that the number of students present, and the number of
submissions align.

**Distance students:**

Please note that **NO** extensions will be granted for this assessment task. Given the inherent difficulties associated with finding Tutorial days/times that suit a majority of students, instructions for each Week’s submission will be posted to MyLO at 6.00pm (AEST) on the Thursday of Week 4 to Week 8 inclusive, and a drop-box will be made available for submissions to be uploaded prior to 6.00pm (AEST) on the Friday of Week 4 to Week 8 inclusive. Thus, you can complete the activity at any time within a 24 hour period. Please **NOTE:** your tutor may not be available to answer questions during this 24 hour period, therefore questions, clarification of concepts, or guidance on application, must be asked during the relevant Week’s online Tutorial prior to the submission due date.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
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<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Use a mix of market segmentation variables to develop the profile of a target market for a specified product.</td>
</tr>
<tr>
<td><strong>Criterion 2</strong></td>
<td>Identify and analyse marketing relevant information from electronic and academic sources to solve context specific marketing problems.</td>
</tr>
<tr>
<td><strong>Criterion 3</strong></td>
<td>Apply knowledge of the marketing mix to analyse that of a specified product.</td>
</tr>
<tr>
<td><strong>Criterion 4</strong></td>
<td>Use marketing relevant information to communicate in written form the solutions to marketing problems.</td>
</tr>
</tbody>
</table>

**Task length**

150 words *maximum* (no 10% leeway)

**Due by date**

Application Activities are to be completed and submitted during Tutorials (**Attending** students), or before 6.00pm (AEST) Friday (**Distance** students) of Week 4 to Week 8 inclusive.

**Value**

30 marks (6 marks for each Application Activity)
Assessment Task 2: Individual Case Study

This task will allow you to demonstrate your understanding of the functional purpose of an integrated marketing mix. Marketing theory (sourced from the prescribed eBook, and peer-reviewed journal articles available from the library databases) will be used as a framework for the presentation of your Case Study. To this theoretical framework, you will apply Case specific research to evidence your understanding of marketing theory in a practical context.

To begin this task you must first select ONE (1) of the following ‘New Products’ launched on to the Australian consumer market in 2017/2018. This New Product will be the focus of both your Applications Activities AND Individual Case Study:

- **Yowie Ranger series** (character-moulded chocolate inclusion product)
- **AFLX 2018 tournament** (new game created by the AFL)
- **Nadi X yoga pants** (activated apparel by Wearable X).

Once chosen, you are to undertake research into how the 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), and your own observations. The following is a suggested structure for your Individual Case Study submission:

**Introduction:**
Introduce the marketing concepts that will be addressed in the Case Study (Target Market, Positioning and Marketing Mix), and the chosen New Product.

**Body:**

- Use marketing theory to discuss the purpose of Market Segmentation. Based on insights gained from your case research, construct a ‘profile’ of who you perceive to be the New Product’s Target Market.
- Use marketing theory to discuss the importance of identifying and reinforcing a products’ perceptual Positioning. Using evidence from Case research, discuss the chosen New Product’s perceptual ‘positioning’ in the market.
- Integrate marketing theory and evidence from Case research to discuss the function of the Product element of the marketing mix.
- Integrate marketing theory and evidence from Case research to discuss the function of the Price element of the marketing mix.
- Integrate marketing theory and evidence from Case research to discuss the function of the Place element of the marketing mix.
- Integrate marketing theory and evidence from Case research to...
discuss the function of the Promotion element of the marketing mix.

**Conclusion:**
Conclude with a summary opinion on how effective you believe the elements of the Marketing Mix have been integrated to support the desired perceptual Position in the market and deliver value to the Target Market.

The case study 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, you are to use the prescribed eBook, plus a **minimum of FOUR (4) academic references** (peer-reviewed journal articles), in addition to the secondary sources from which the New Product case information is sourced (e.g., Internet, personal observation).

**Important to note:**
- 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 2 – Individual Case Study’ 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).

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<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
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<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain marketing theories using discipline specific terminology.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain the principles of segmentation, target marketing and positioning.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Use a mix of market segmentation variables to develop the profile of a target market for a specified product.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Explain the functional role of the marketing mix.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Identify and analyse marketing relevant information from electronic and academic sources to solve context specific marketing problems.</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Apply knowledge of the marketing mix to analyse that of a specified product.</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Discuss marketing’s role in an organisation and society.</td>
</tr>
<tr>
<td>Criterion 8</td>
<td>Use marketing relevant information to communicate in written form the solutions to marketing problems.</td>
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<tr>
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</tr>
<tr>
<td>Task length</td>
<td>2200 words <em>maximum</em> (no 10% leeway)</td>
</tr>
<tr>
<td>Due by date</td>
<td>5.00pm, Sunday 23 Sept</td>
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<tr>
<td>Value</td>
<td>30 marks</td>
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</table>

**Assessment Task 3: Final Examination**

**Description / conditions**

The final examination will be closed book and comprise two sections.  
- **Section A** will require you to answer a set of questions relating to a small marketing Case study. Section A is worth 20 marks.  
- **Section B** will require you to answer TWO (2) from a choice of FOUR (4) essay questions, each focusing on a specific area of marketing theory. Each essay question is worth 10 marks for a total Section B value of 20 marks.

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<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
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<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain marketing theories using discipline specific terminology.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain the functional role of the marketing mix.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Apply knowledge of the marketing mix to analyse that of a specified product.</td>
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<tr>
<td>Criterion 3</td>
<td>Identify current trends occurring in macro-environments and the potential implications of these for marketers.</td>
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<tr>
<td>Criterion 4</td>
<td>Identify and discuss the perceived favourable and unfavourable impacts of marketing on individual consumers, society and business.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Use marketing relevant information to communicate in written form the solutions to marketing problems.</td>
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**Duration**

3 hours (plus 15 minutes reading time)

**Date**

The final exam is conducted by the Student Centre in the formal examination period. See the [Examinations and Results](#) page on the University’s website, or access your personal exams timetable by logging into the [eStudent Centre - Personal Exams Timetable](#) for specific date, time and location closer to the examination period.

**Value**

40 marks
WHAT LEARNING OPPORTUNITIES ARE THERE?

Resources

Required readings

You will need the following text:


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.
Equipment, materials, software, accounts

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 Marketing
- Journal of Marketing Research
- Journal of Marketing Theory and Practice
- Journal of Retailing
- Journal of the Academy of Marketing Science
- The Journal of Consumer Research

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

- www.ami.org.au
- www.bandt.com.au
- www.brw.com.au
- www.crikey.com.au
- www.marketingmag.com.au
- www.mumbrella.com.au

Activities

Details of teaching arrangements

This unit has a weighting of 12.5 credit points, and will be delivered over a thirteen (13) week semester. A range of topics will be covered and delivered via Lectures and Tutorials. To fully participate in this unit, PRIOR to weekly Lectures and Tutorials, ALL students are expected to:

- Read the specified Chapter of the prescribed eBook (see the Unit schedule commencing on page 11);
- Address the Tutorial tasks outlined in the Unit schedule (commencing on page 11);
- Undertake continuous research into how the New Product you have chosen for Assessment Task 1 & 2 is marketed in Australia.

Those students enrolled in attending mode are expected to attend 2 class hours in Week 1 (1 x 2 hour lecture), and 3 class hours in Week 2 to 13 inclusive (1 x 2 hour lecture, and 1 x 50 minute tutorial). Tutorials commence in Week 2 and attending students will be able to enrol for a tutorial electronically through MyLO. Tutorial enrolments will open at 11.00am Monday 16 July and close at 5.00pm Sunday 22 July. Students who have not enrolled in a tutorial by this time will be allocated a tutorial by
the Unit coordinator and advised via your University of Tasmania email. Variations in tutorial enrolments will not be permitted after this time.

Those students enrolled in distance mode are expected to view the Hobart face-to-face lectures, which will be recorded and made available through MyLO within 24 hours of completion, and attend 1 x 50 minute online tutorial (Week 2 to 13). Distance students do NOT need to enrol for the specified online tutorial. Further detail on the dates and time for the online tutorial will be made available on MyLO during the first week of semester. The online tutorial will be delivered using the University’s web conferencing software package – Blackboard Collaborate Ultra. To participate in these sessions, you will need internet access, a head-set, and a microphone.

Tutorials provide a valuable opportunity for students to engage in a series of activities designed to consolidate, reinforce, and check understanding of how the marketing concepts, introduced in the prescribed eBook and Lectures, can be applied to practical business situations. It is essential that you attend Tutorials prepared if you are to take advantage of the marks available for completion of Application Activities, and the opportunity to work consistently with your Tutor toward preparation of your Individual Case Study and Final Examination review.

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

Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Completion of the Student Agreement on the Unit’s MyLO site.
2. Completion of Online Application Activity 1 in Week 4 (Value: 6 marks).

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.
The Unit schedule outlines the Lecture and Tutorial content we will be covering each week of semester, the activities that MUST be completed PRIOR to attendance, and Assessment Task due dates. Please note: tutorials commence in week 2 of semester, and conclude in week 13.

<table>
<thead>
<tr>
<th>WEEK BEGINNING</th>
<th>ACTIVITIES</th>
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</table>
| 16 July        | **Lecture**
|                | Read prescribed eBook Chapter 1: 'Introduction to Marketing'.
|                | **Tutorial**
|                | Enrolment ONLY (no actual class during Week 1) via MyLO (attending students).
| 23 July        | **Lecture**
|                | Read prescribed eBook Chapter 2: 'The Marketing Environment and Market Analysis'.
|                | **Tutorial**
|                | Prepare to address the following:
|                | Provide 3 examples of products for which the customer may not necessarily be the consumer.
|                | Our perceptions of value are constantly changing. Describe the last time your perception of value for a particular type of product changed.
|                | Name the six key forces in the PESTEL model of the macro environment.
|                | What is an environmental analysis and why is it important to marketing?
|                | **Own Research**
|                | New Product chosen for Assessment Task 1 & 2.
| 30 July        | **Lecture**
|                | Read prescribed eBook Chapter 3: 'Consumer and Business Buying Behaviour'.
|                | **Tutorial**
|                | Prepare to address the following:
|                | Find an advertising campaign that is designed to invoke pester power. Analyse the campaign in terms of which elements are aimed at children and which elements are aimed at the purchaser (most likely a parent).
|                | Critically discuss the PALS psychographic (lifestyle) scheme presented in Chapter 3. Do you think it is a useful approach? What are its strengths and shortcomings?
|                | Outline two examples of habitual, limited and extended purchasing decisions you have made.
|                | Describe the key differences between business customers and households who purchase goods and services for personal consumption.
|                | **Own Research**
|                | New Product chosen for Assessment Task 1 & 2.
| 6 August       | **Lecture**
|                | Read prescribed eBook Chapter 4: Application Activity 1
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Lecture Activity</th>
<th>Tutorials</th>
<th>Application Activity 1</th>
<th>Own Research</th>
<th>Application Activity 2</th>
<th>Own Research</th>
<th>Application Activity 3</th>
<th>Own Research</th>
<th>Application Activity 4</th>
<th>Own Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>13 August</td>
<td>Lecture</td>
<td>Tutorial</td>
<td>Prepare to address the following: Briefly outline the four major categories of segmentation variables in a consumer market. Consider the following fast food chains operating within the Australian market: McDonalds, KFC, Hungry Jacks, Domino’s pizza, Subway, Praties. Identify the two most important attributes you believe consumers use to distinguish between these competing chains, and construct a perceptual map of their positioning within the Australian ‘fast food’ market. Application Activity 1 (instructions to be provided). Own Research New Product chosen for Assessment Task 1 &amp; 2.</td>
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<td>6</td>
<td>20 August</td>
<td>Lecture</td>
<td>Tutorial</td>
<td>Prepare to address the following: How would you define the four levels of a product in the purchase of a new car? How can brand equity be good for a company wanting to expand its product mix? Application Activity 2 (instructions to be provided). Own Research New Product chosen for Assessment Task 1 &amp; 2.</td>
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<td>7</td>
<td>27 August</td>
<td>Lecture</td>
<td>Tutorial</td>
<td>Prepare to address the following: Explain the terms ‘price competition’ and ‘non-price competition’. Outline some ways in which a marketer can influence a customer’s perception of price. Explain the difference between price skimming and penetration pricing, using an example to illustrate when each pricing strategy would be appropriate. Application Activity 3 (instructions to be provided). Own Research New Product chosen for Assessment Task 1 &amp; 2.</td>
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Mid-Semester break: Monday 3 September to Friday 7 September
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>8</td>
<td>10 Sept</td>
<td>Read prescribed eBook Chapter 8: ‘Promotion’.</td>
<td>Prepare to address the following:</td>
<td>Application Activity 5: Completion/submission in class.</td>
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<td>What is meant by ‘promotion’? How do marketing communication activities assist the other elements of the marketing mix in an organisation’s marketing strategy? Explain what is meant by the term ‘integrated marketing communications’ and the advantages of an IMC campaign for a company. How can a company combine promotional mix elements to achieve more communication impact? Application Activity 5 (instructions to be provided).</td>
<td>Time: 25 minutes</td>
</tr>
<tr>
<td>9</td>
<td>17 Sept</td>
<td>Read prescribed eBook Chapter 9: ‘Digital Marketing’.</td>
<td>Prepare to address the following:</td>
<td>Individual Case Study: Due 5.00pm Sun 23 Sept</td>
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<td>Describe some of the digital marketing activities that you have experienced. Have these been successful in making you aware of a particular product or prompted you to purchase it? Explain the unique characteristics of digital marketing. Outline the various digital marketing methods.</td>
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<tr>
<td>10</td>
<td>24 Sept</td>
<td>Read prescribed eBook Chapter 10: ‘Services Marketing’.</td>
<td>Prepare to address the following:</td>
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<td>Goods and services can be thought of as being on a scale, with a purely intangible service (with no accompanying physical good) being at one end and a purely tangible good (with no accompanying service) at the other. Categorise the following goods and/or services in the likely order they could appear on such a scale:</td>
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<td></td>
<td>• Restaurants</td>
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<td>• Soap</td>
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<td>• Insurance</td>
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<td></td>
<td>• Cars</td>
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<td>• Hospitals</td>
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<td>• Salt</td>
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<td></td>
<td></td>
<td></td>
<td>• Public transport</td>
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<td></td>
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<td></td>
<td>• Computer software</td>
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<td>• Holiday resorts</td>
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</table>
• Mobile phones.

Using a retail example of your choice, outline how the ‘people’, ‘process’ and ‘physical evidence’ aspects of services marketing support the retailers traditional marketing mix elements.

Evaluate a recent service experience you have had in terms of the five dimensions of service quality.

12 8 October

**Lecture**
Read prescribed eBook Chapter 11: ‘Social Marketing and Not-for-profit Marketing’.

**Tutorial**
Prepare to address the following:
Find an example of social marketing in action and analyse the extent to which you think the marketer has adopted ‘social marketing thinking’.

Some social marketing scholars contend that the ‘4 Ps’ are not a useful marketing mix for social marketing. Do you agree? Explain your answer.

Explain the major ways in which not-for-profit marketing activities are likely to differ from those of commercial organisations.

13 15 October

**Lecture**
Exam Review

**Tutorial**
Exam Review

**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](#).