Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA151/251
PRINCIPLES OF MARKETING

Semester 2, 2019

Unit Outline

Maria Massey
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Maria Massey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Sandy Bay</td>
</tr>
<tr>
<td>Room:</td>
<td>Room 341 Geography Building</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:Maria.Massey@utas.edu.au">Maria.Massey@utas.edu.au</a></td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment via email</td>
</tr>
</tbody>
</table>
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT IS THE UNIT ABOUT?</td>
<td>2</td>
</tr>
<tr>
<td>Unit Description</td>
<td>2</td>
</tr>
<tr>
<td>Intended Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>Graduate Quality Statement</td>
<td>3</td>
</tr>
<tr>
<td>Alterations to the Unit as a Result of Student Feedback</td>
<td>3</td>
</tr>
<tr>
<td>Prior Knowledge &amp;/or Skills</td>
<td>3</td>
</tr>
<tr>
<td>HOW WILL I BE ASSESSED?</td>
<td>4</td>
</tr>
<tr>
<td>Assessment Schedule</td>
<td>4</td>
</tr>
<tr>
<td>Assessment Details</td>
<td>4</td>
</tr>
<tr>
<td>How your final result is determined</td>
<td>10</td>
</tr>
<tr>
<td>Submission of Assignments</td>
<td>10</td>
</tr>
<tr>
<td>Academic Referencing</td>
<td>11</td>
</tr>
<tr>
<td>Academic Misconduct</td>
<td>13</td>
</tr>
<tr>
<td>Student Behaviour</td>
<td>13</td>
</tr>
<tr>
<td>WHAT LEARNING OPPORTUNITIES ARE THERE?</td>
<td>14</td>
</tr>
<tr>
<td>MyLO</td>
<td>14</td>
</tr>
<tr>
<td>Resources</td>
<td>14</td>
</tr>
<tr>
<td>Activities</td>
<td>16</td>
</tr>
<tr>
<td>Communication</td>
<td>18</td>
</tr>
<tr>
<td>Concerns and Complaints</td>
<td>19</td>
</tr>
<tr>
<td>Further Information and Assistance</td>
<td>19</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>20</td>
</tr>
<tr>
<td>ACCREDITATION</td>
<td>26</td>
</tr>
<tr>
<td>AACSB Accreditation</td>
<td>26</td>
</tr>
</tbody>
</table>
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 provides 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.
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

N/A

Prior knowledge &/or skills

You cannot enrol in this unit as well as the following:

• BMA109, JNB220.
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 1</td>
<td>Weeks 4, 8 and 12</td>
<td>30</td>
<td>ILO1, ILO2 &amp; ILO4</td>
</tr>
<tr>
<td>Assessment 2</td>
<td>Week 10</td>
<td>30</td>
<td>ILO1, ILO2, ILO3 &amp; ILO4</td>
</tr>
<tr>
<td>Examination</td>
<td>Exam Period</td>
<td>40</td>
<td>ILO1, ILO2, ILO3 &amp; ILO4</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Module Activity Sets

The content of this Unit is delivered over 13-weeks in three modules. At the end of each module, you will be required to complete a Module Activity Set (MAS).

<table>
<thead>
<tr>
<th>Set</th>
<th>Activities</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAS1</td>
<td>• Online quiz (Chapters 1 &amp; 3)</td>
<td>Weeks 1-4</td>
</tr>
<tr>
<td></td>
<td>• Written short answer (Chapter 6)</td>
<td></td>
</tr>
<tr>
<td>MAS2</td>
<td>• Online quiz (Chapters 8, 9 &amp; 10)</td>
<td>Weeks 5-8</td>
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<tr>
<td></td>
<td>• Written short answer (Chapter 7)</td>
<td></td>
</tr>
<tr>
<td>MAS3</td>
<td>• Online quiz (Chapters 4 &amp; 2)</td>
<td>Weeks 9-12</td>
</tr>
<tr>
<td></td>
<td>• Online quiz (Chapter 14)</td>
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</tbody>
</table>

Each quiz consists of all or a combination of multiple choice, true/false, matching, ordering questions, and short answer questions. The quizzes are designed to ensure you keep pace with the content of each module.

The written short answer activity is related to the application of marketing concepts to the New Product you have chosen for your Case Study (Assessment Task 2). These 2 Written Short Answer 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 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 bullet points or visual representation of thought with brief explanations is permitted. In other words, carefully constructed paragraphs are not necessary.

Be prepared to actively work on the Written Short Answer Activities (Assessment Task 1) during the relevant week’s Tutorial by discussing the application of theoretical concepts to your chosen product and taking notes to assist you with writing. You may refer to textbook, personal lecture/tutorial notes, and your own New Product research to assist with your submission. During the Tutorial your Tutor is available to clarify specific concept-related questions or advise on theory application.

In order to most efficiently use the time available to complete each Written Short Answer Activity, PRIOR to Tutorial attendance you MUST complete the relevant Week’s textbook 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.

Instructions for each MAS will be posted to MyLO under Assessment category at 9.00am (AEST) on the Monday of Week 4 for MAS1, Week 8 for MAS2, and Week 12 for MAS3.

The instructions for each MAS can be accessed multiple times between MAS open and close dates/times (9.00am Monday to 6.00pm Saturday). However, students will have only ONE attempt at each Quiz so should not access until fully prepared. A drop-box will be made available for short answer submissions to be uploaded prior to 6.00pm (AEST) on the Saturday of Weeks 4, 8 and 12. Thus, you can complete the activity at any time within a 6-day period.

Please NOTE: your Tutor may not be available to answer questions during this 6-day period, therefore questions, clarification of concepts, or guidance on application, must be asked during the relevant Week’s Tutorial prior to the submission due date.

Please note that NO extensions will be granted for this assessment task.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain the functional role of the marketing mix</td>
<td>LO1</td>
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</tbody>
</table>
Explain marketing theories using discipline specific terminology

Use a mix of market segmentation variables to develop the profile of a target market for a specified product.

Identify and analyse marketing relevant information from electronic and academic sources to solve context specific marketing problems.

Apply knowledge of the marketing mix to analyse that of a specified product.

Use marketing relevant information to communicate in written form the solutions to marketing problems.

Due by date
6.00pm, Saturday, Weeks 4, 8 and 12

Value
30 marks (10 marks for each Module Activity Set)

Assessment Task 2: Case Study

This individual task will allow you to demonstrate your understanding of the functional purpose of an integrated marketing mix. Marketing theory (sourced from the prescribed textbook, 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 2018:

- Dyson Cyclone V11 (cordless vacuum cleaner)
- Nintendo Labo VR (kit for Switch game console)
- Vegie Delights Vegie Mince (plant-based mince).

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 required 8-part structure for your Individual Case Study submission:

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

**Body:**

2. 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.

3. 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.

4. Integrate marketing theory and evidence from Case research to discuss the function of the Product element of the marketing mix.

5. Integrate marketing theory and evidence from Case research to discuss the function of the Price element of the marketing mix.

6. Integrate marketing theory and evidence from Case research to discuss the function of the Place/Distribution element of the marketing mix.

7. Integrate marketing theory and evidence from Case research to discuss the function of the Promotion element of the marketing mix.

**Conclusion:**

8. 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.

**Formatting guidelines:**

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 should be used to help structure content. Page numbers must be used. A Title page with your name, date, chosen New Product, and word count must be presented. For this assessment item, you are to use the prescribed textbook, plus a minimum of FIVE (5) 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). A Reference List at the end of this assignment should be presented using Harvard referencing style.

**Important to note:**
1. A hard copy submission is **NOT** required.

2. 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.

3. 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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<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain the principles of segmentation, target marketing and positioning.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Use a mix of market segmentation variables to develop the profile of a target market for a specified product.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Explain the functional role of the marketing mix.</td>
<td>LO1</td>
</tr>
<tr>
<td>5</td>
<td>Identify and analyse marketing relevant information from electronic and academic sources to solve context specific marketing problems.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Apply knowledge of the marketing mix to analyse that of a specified product.</td>
<td>LO2</td>
</tr>
<tr>
<td>7</td>
<td>Discuss marketing’s role in an organisation and society.</td>
<td>LO3</td>
</tr>
<tr>
<td>8</td>
<td>Use marketing relevant information to communicate in written form the solutions to marketing problems.</td>
<td>LO4</td>
</tr>
</tbody>
</table>

**Task Length** 2200 words **maximum**

**Due by date** 6.00pm, Saturday, Week 10
### Task description
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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<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Apply knowledge of the marketing mix to analyse that of a specified product.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Identify current trends occurring in macro-environments and the potential implications of these for marketers.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Identify and discuss the perceived favourable and unfavourable impacts of marketing on individual consumers, society and business.</td>
<td>LO3</td>
</tr>
<tr>
<td>5</td>
<td>Use marketing relevant information to communicate in written form the solutions to marketing problems.</td>
<td>LO4</td>
</tr>
</tbody>
</table>

### Task Length
3 hours (plus 15 minutes reading time)

### Due by 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.
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

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, 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 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,
works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

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 how to maintain academic integrity.

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 or lecturer.

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**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:

- 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
- 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.

**Student Behaviour**

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
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 (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


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


Palmatier, RW & Sridhar, S, 2017, Marketing strategy: Based on first principles and data analytics, Palgrave, London UK


Scott, DM, 2015, *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*, John Wiley & Sons. (eBook)


**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:

- Industrial Marketing Management
- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Marketing Research
- Journal of Marketing Theory and Practice

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

- Australian Marketing Institute 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 has a weighting of 12.5 credit points and will be delivered in a modular structure covering a thirteen (13) week semester. Each of the three (3) modules will cover a range of topics delivered via lectures and tutorials. PRIOR to the weekly lecture and tutorial, you are expected to:

(1) read the specified chapter of the prescribed text (please see the Unit Schedule at the end of the Unit Outline);

(2) address the Tutorial tasks outlined in the Unit Schedule;

(3) undertake continuous research into how the New Product you have chosen for Assessment Tasks 1 & 2 is marketed in Australia.

The lectures will be recorded and made available through MyLO.

Attending mode: Those students enrolled in attending mode are expected to attend a 2-hour lecture each week, and attend 1 x 50 minute tutorial (Weeks 2 to 13). Tutorial enrolment will be open in Week 1 (from Monday until Saturday). 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.

Distance mode: Those students enrolled in distance mode are expected to view the recorded 2-hour lecture each week and attend 1 x 50 minute online tutorial (Weeks 2 to 13). Lecture recording will be made available through MyLO within 24 hours of scheduled lecture time. You do NOT need to enrol for a specific online tutorial. Further detail on the dates and time for the online tutorials will be made available on MyLO during the first week of semester. The online tutorials 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 commence in Week 2 (Tutorial Schedule of activities is available at the end of the Unit outline).

Tutorials provide a valuable opportunity for you to engage in a series of activities designed to consolidate, reinforce, and check understanding of how the marketing concepts, introduced in the prescribed text and lectures, can be applied to practical business situations. It is essential that you attend Tutorials prepared if you are to take advantage of the marks available for completion of Written Short Activities (Assessment Task 1), and the opportunity to work consistently with your Tutor toward preparation of your Case Study (Assessment Task 2) and Final Examination review.

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. This time will allow for reviewing the lecture content, 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.

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 Quiz (MAS1) in Week 4.

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.

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:

You are expected to participate actively and positively in the teaching/learning environment. You must 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 this unit has been designed around a thirteen (13) week study schedule containing three (3) modules, commencing the week of Monday, 15 July. The University’s MyLO (My Learning Online) system will be used as the central platform for posting and accessing resources and learning material. The assessment of the learning outcomes will take place via three pieces of assessment: five application activities, an individual case study, and a final examination.

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

KEEPING UP WITH ANNOUNCEMENTS FOR 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.

IF 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. You are encouraged to support each other using this forum – if you can answer someone’s question, please do. Please note that teaching staff will not monitor the Discussion forum. If your question is related to a personal issue or your performance in the unit, please contact the Unit Coordinator via email instead.

IF 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.

**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](https://www.utas.edu.au/students/learning-support), [Student Advisers](https://www.utas.edu.au/students/advisers), [Disability Services](https://www.utas.edu.au/students/disability), and more which can be found on the [Student Support and Development](https://www.utas.edu.au/students/support) page of the University website.

Should you require assistance in accessing the [Library](https://www.lib.utas.edu.au/), [visit their website](https://www.lib.utas.edu.au/) for more information.
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<tr>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
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<tbody>
<tr>
<td>15 July</td>
<td>Module 1 Marketing: Creating and capturing customer value</td>
<td><strong>Lecture</strong> Read prescribed book: <strong>Chapter 1</strong></td>
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| 22 July        | Marketing environment     | **Lecture** Read prescribed book: **Chapter 3**  
**Tutorial** Prepare to address the following:  
1. Our perceptions of value are constantly changing. Describe the last time your perception of value for a particular product changed.  
2. Name the six key forces in the PESTEL model of the macro environment.  
3. What is an environmental analysis and why is it important to marketing?  
**Own research** Choose one New Product for Assessment Tasks 1 & 2 | |
| 29 July        | Buyer Behaviour           | **Lecture** Read prescribed book: **Chapter 5**  
**Tutorial** Prepare to address the following:  
1. 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).  
2. Critically discuss the psychographic value-based segmentation, VALS or Values, Attitudes and Lifestyles Segments by Roy Morgan Research. Do you think it is a useful approach? What other | |
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| 5 August      | Segmentation, Targeting and Positioning | **Lecture**<br>Read prescribed book: Chapter 6  
**Tutorial**<br>Prepare to address the following:  
1. Briefly outline the four categories of segmentation variables in a consumer market.  
2. 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.  
3. Identify the market segmentation categories and the target market for your chosen New Product .  
**Own research**<br>New Product chosen for Assessment Tasks 1 & 2 |
| 12 August     | Module 2 Product           | **Lecture**<br>Read prescribed book: Chapters 7&8  
**Tutorial**<br>Prepare to address the following: |

psychographic segmentations did you find?
3. Outline two examples of habitual, limited and extended purchasing decisions you have made.
4. Describe the key differences between business customers and households who purchase goods and services for personal consumption.

**Own research**
Start researching about New Product chosen for Assessment Tasks 1 & 2
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| 19 August      | Pricing                 | **Lecture** Read prescribed book: **Chapter 9**  
**Tutorial** Prepare to address the following:  
1. Explain the terms 'price competition' and 'non-price competition'.  
2. Outline some ways in which a marketer can influence a customer's perception of price.  
3. Explain the difference between price skimming and penetration pricing, using an example to illustrate when each pricing strategy would be appropriate.  
4. Identify the pricing strategies relevant to your chosen New Product. **Own research** New Product chosen for Assessment Tasks 1 & 2 |
| 26 August      | Placement / Distribution | **Lecture** Read prescribed book: **Chapter 10**  
**Tutorial** Prepare to address the following:  
1. Consumer product distribution channels can vary in the number of intermediaries involved. Choose two organisations and describe their distribution channels.  
2. Outline the major considerations in choosing a retail location. |
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<tr>
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<td>3. Identify the distribution strategies relevant to your chosen New Product. Own research New Product chosen for Assessment Tasks 1 &amp; 2</td>
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<td>9 September</td>
<td>Promotion</td>
<td>Lecture</td>
<td>Read prescribed book: Chapters 11, 12 &amp; 13</td>
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<tr>
<td></td>
<td></td>
<td>Tutorial</td>
<td>Prepare to address the following: 1. What is meant by ‘promotion’? How do marketing communication activities assist the other elements of the marketing mix in an organisation’s marketing strategy? 2. 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? 3. Identify the promotional strategies relevant to your chosen New Product. Own research New Product chosen for Assessment Tasks 1 &amp; 2</td>
</tr>
<tr>
<td>16 September</td>
<td>Module 3</td>
<td>Lecture</td>
<td>This week Lecture time will be made available for students to ask any questions related to their Individual Case Study. No new content will be delivered. Tutorial Commence review for Section A (Case Study) of final examination. No preparation for Tutorial required.</td>
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<td>Drop-in session</td>
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<td>23 September</td>
<td>Marketing Strategy</td>
<td>Lecture</td>
<td>Read prescribed book: Chapter 2</td>
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<td></td>
<td></td>
<td>Tutorial</td>
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Mid-semester break 2 – 8 September
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<tr>
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<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
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<tr>
<td>30 September</td>
<td>Sustainable Marketing</td>
<td>1. What are the stages in the marketing planning process? Using an example of your choice, discuss the factors an organisation would need to consider at each stage in this process. 2. What is a marketing plan, and what purpose does it perform? What are the different sections that make up a marketing plan? 3. 'Last minute' questions about the case study before the deadline</td>
<td>6.00pm Saturday Value: 30 marks</td>
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</table>
| 8 October      | Services marketing: The expanded marketing mix | Lecture
Read prescribed book: Chapter 14

Tutorial
Prepare to address the following:
1. Discuss some of the strategies an organisation can implement to ensure smooth flow and progression of customers throughout the service process and protect customer privacy and confidentiality during service interactions.
2. How can marketing managers use the ‘people’ variable of the expanded marketing mix to maximise positive | Module Activity Set 3:
Due 12 October
6.00pm Saturday
Value: 10 marks |
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<td>customer to customer encounters, and eliminate negative encounters? 3. Using a retailer of your choice, explain how they have used the ‘physical environment’ to appeal to the target market.</td>
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<td>13</td>
<td>14 October</td>
<td>Review</td>
<td>Exam review</td>
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Exam Period: 26 October - 12 November
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.