BMA151
Principles of Marketing

Semester 2, 2010

This unit will be offered in:

**Hobart & Launceston**

The lecturing team responsible will be:

**Dr Kim Lehman (Lecturer-in-Charge)**
Room: A266 (Launceston)
Phone: 6324 3001
Email: Kim.Lehman@utas.edu.au

**Stuart Crispin**
Room: A240 (Launceston)
Phone: 6324 3140
Email: Stuart.Crispin@utas.edu.au

Introduction to the Unit

Whether or not you realise it, you are surrounded by the activities of marketing. When you tune in to television or pick up your favourite magazine, you are involved in marketing. Each time you enter a shopping complex, go online or visit a movie cinema, you are involved in marketing. And when you visit the dentist, have your hair cut or decide which holiday package to take, you’re involved in marketing. So, in this unit we explore the basic principles and concepts which underpin the practice of marketing so that you can develop a solid grounding for later study in marketing. That grounding will also be of real value to you even if you do not go on to further study in marketing, but start your career in other areas of the business world instead. By applying a framework to the marketing practices which surround you, and therefore by becoming able to understand what marketing is about, and how central it is in many business decisions, you will gain an edge over those who do not have similar knowledge.

During this unit you will, for example, learn about concepts and issues surrounding why people buy the things that they do, what forces constrain and shape a marketer’s activities, and you will meet the 4Ps of marketing (product, price, place and promotion), known as the marketing mix. These and other topics are all developed in more depth in specialist units offered, such as Consumer Behaviour, Services Marketing and Marketing Communications. As a ‘capstone’ unit, Marketing Management expands on the foundations developed in Principles of Marketing to give a managerial and strategic focus to the many issues involved in successful marketing. Over the course of these units, you will come to realise that the activities of marketing really do lie at the heart of all business practices.

Does that mean you will be an expert in marketing when you have successfully completed this unit? Well, you will have definitely started in that direction. And you will certainly be more of an expert and more realistic than many managers in the ‘real’ world who run companies, make business decisions, export products and services, but don’t understand what they are doing as well as they could. As more and more managers realise this, so there is increasing demand for people who understand what marketing is about and who have marketing skills. So, for you, this unit is a great opportunity. We hope you enjoy it.

Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:
- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:
- Describe the role of marketing in the organisation and society.
- Identify the fundamental principles of marketing and how they apply to organisations.
- Identify the elements of the marketing mix.
- Critically analyse marketing situations and evaluate marketing strategies.
Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see http://www.utas.edu.au/tl/policies/index.htm). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge
- To develop an understanding of how marketing planning occurs.
- To develop an understanding of how to analyse markets and their opportunities.
- To develop an understanding of strategic market segmentation and positioning.
- To develop an understanding of how to determine a viable target market.
- To develop an understanding of how to formulate marketing strategies, with particular emphasis on the development of Product, Distribution, Promotion and Pricing strategies and tactics.

Communication Skills
- By undertaking the activities specified in the unit outline, notably preparation and delivery of the individual written work, tutorial exercises and discussion questions, students will enhance their ability to gather and analyse information from a variety of sources, and present well-reasoned arguments in a logical and coherent manner across a range of contexts.
- Through listening to and providing feedback on the information and ideas of others.
- Through working effectively with others.

Problem Solving Skills
- Students will learn how to analyse marketing problems and suggest feasible solutions to them.
- Students will learn how to formulate effective marketing strategies.

Co-requisites

BMA101 Introduction to Management.

Texts

Prescribed Text

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

*Writing Assignments: A Guide*

*Referencing Style Manual*
Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books


Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

*Adbusters Magazine*

*B & T Weekly* (Incorporating Professional Marketing - Australian Marketing Institute)

*Business Review Weekly*

*European Journal of Marketing*

*Harvard Business Review*

*Journal of Consumer Marketing*
Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See Learning Online http://uconnect.utas.edu.au/ for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties.

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on http://www.utas.edu.au/coursesonline/privacy.htm.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

<table>
<thead>
<tr>
<th>Method of Assessment</th>
<th>Value</th>
<th>Due Date</th>
<th>Length*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coursework</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assignment 1 – Essay</td>
<td>15</td>
<td>11 August 2010</td>
<td>1000 Words*</td>
</tr>
<tr>
<td>Assignment 2 – Case study</td>
<td>25</td>
<td>27 September 2010</td>
<td>2000 Words*</td>
</tr>
<tr>
<td>Examination</td>
<td>60</td>
<td>Exam Period</td>
<td>3 hours</td>
</tr>
<tr>
<td>Total Marks</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Examination

Format

The final examination will be closed book. It will be of three hours’ duration. The examination is worth 60 per cent of the total available marks. The examination will comprise two parts.

Part A is comprised of 40 multiple choice questions. Part A is worth 20 marks.

Part B requires you to complete 4 essay questions from a list of 6 essay questions. Each essay will be worth 10 marks, with Part B worth a total of 40 marks.

The best preparation for the exam is consistent work throughout the semester, together with participation in tutorial activities.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Student Adviser, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. There is also a range of
University-wide support services available including Student Services, International Services and Learning Development. Please refer to the Current Students homepage at: http://www.utas.edu.au/students/index.html

Should a student require assistance in accessing the Library, visit their website for more information at http://www.utas.edu.au/library/

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website: http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

---

**Submission of Coursework**

**Lodging Coursework**

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website: http://www.utas.edu.au/mgmt/student.htm

All assignments must include the tutor’s name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

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

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

*Hobart students:* Lodge in assignment box next to room 321, Commerce & Economics Building.

*Launceston students:* Lodge in assignment box beside room A170.

All coursework must be handed in at 2.00 pm on the due date.

**Late Coursework**

*Written Work*

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer’s discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than five days late will normally not be accepted by the lecturer-in-charge.
Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer’s or tutor’s room at nominated times; it will not be available from the School’s offices.

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 the Ordinance of Student Discipline – Part 3 Academic Misconduct, see http://www.utas.edu.au/universitycouncil/legislation/.

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; or
- 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, and the academic integrity resources on the web at http://www.utas.edu.au/tl/supporting/academicintegrity/index.html.

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 http://www.utas.edu.au/plagiarism/ or follow the link under ‘Policy, Procedures and Feedback’ on the Current Students homepage.

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s policy at: http://www.admin.utas.edu.au/hr/oohs/pol_proc/ohs.pdf
Tutorial Program

Tutorial Questions for Discussion

The tutorial program is designed to consolidate understanding of core marketing theory, and to give students an opportunity to apply marketing theory to case analysis. These questions are also designed to help you prepare for the final exam. Students are asked to come to tutorials prepared to answer the questions and analyse the case study. **Note the tutorial program does not start till week 2.**

**Week 2—What is Marketing?**

Reading: Kotler et al (2009) - Chapter One

1. Marketing is a word that is commonly used but little understood. In your own words, write a definition of marketing and identify the types of tasks that a marketing manager would be required to undertake. Use an example to support your answer.
2. Far from being static, marketing has proved to be a very dynamic discipline. Outline the major stages in the development of marketing science and practice over the last sixty years. How do you think marketing will develop in the next ten years?
3. Why do you think that many people are cynical of marketing and see it as an attempt to force consumers to buy products and services they don’t need?
4. Explain the concepts of customer value, customer satisfaction, and exchange. Will all customers derive the same value and satisfaction from using a given product, or will their perceptions of value and satisfaction differ? Use examples to support your answer.

**Week 3—Strategic Marketing and Planning**

Reading: Kotler et al (2009) - Chapter Two

1. In your own words, define the purpose of planning and the issues that an organisation must deal with in developing and implementing a plan. Having defined planning in general, what is the purpose of marketing planning and what do you believe are the major issues in marketing planning?
2. What is a marketing plan and what information should it include?
3. Select your favourite product and identify its marketing mix. Why is this marketing mix successful at reaching you as a customer? How do you believe this marketing mix could (realistically) be improved to capture greater market share?
4. Outline the reasons for poor and successful implementation of marketing plans. What control processes can we use to ensure our plans get implemented effectively?

**Week 4—The Global Marketing Environment**

Reading: Kotler et al (2009) – Chapter Three

1. One of the main social and demographic trends in Australia at the moment is the seachange/treechange movement. Identify the potential impact of this change for marketers.
2. Conduct your own research to identify a major macro-environmental trend and identify product categories likely to be impacted by this trend.
3. Imagine you are the marketing manager for the University of Tasmania. Who are your publics and how does the University impact upon these publics? How do these publics impact on the University?


**Week 5—Information Management and Marketing Research**

Reading: Kotler et al (2009) – Chapter Four

1. Why is information important in marketing decisions? What are the differences between market research and a marketing information system (MIS)?
2. Outline the different stages in the marketing research process. What are some of the issues marketers must consider at each of these stages?
3. What is the difference between primary and secondary data? Outline the advantages and disadvantages of each data type.
4. What methods of primary data collection could you use to research people’s attitudes towards air travel and their demand for air services? What are the advantages and disadvantages of each of these methods?

**Week 6—Understanding Buyer Behaviour**

Reading: Kotler et al (2009) – Chapters Five and Six

1. What do you believe are the major differences between the buyer behaviour of individual consumers and business/organisational buyers? What are the implications of these differences for marketers?
2. There are many factors that influence the behaviour of consumers. Identify three purchases you have made in the last week and outline the factors that influenced your purchase. Which factors exhibited the greatest influence on you in each case? Did the same factors influence all three purchases?
3. Outline and discuss the stages in the buyer decision process. Do consumers go through all stages in every purchase they make?
4. Outline and discuss the major influences on business buying behaviour.

**Week 7—Study Week. (Followed by Mid-Semester Break)**

**Week 8—Market Segmentation, Target Marketing and Positioning**

Reading: Kotler et al (2009) – Chapter Seven

1. In your own words define market segmentation, target marketing and positioning. Why do you believe these concepts are important to practising marketers?
2. Outline and discuss the steps involved in market segmentation, targeting and positioning. What are some of the issues you believe marketers would need to consider at each stage?
3. Compare and contrast the three different market-coverage strategies available to marketers. Identify organisations you believe are pursuing each of these market-coverage strategies.
4. Develop your own brand positioning map for the Australian car industry. What dimensions may be meaningfully used to position cars in this marketplace?

**Week 9—Products: Goods, Services, People, Places and Ideas**

Reading: Kotler et al (2009) – Chapters Eight and Nine

1. In your own words, define what is meant by a product. What are the different types of products that we may be expected to market? Kotler et al (2009) identify the need for managers to think of their products on three levels – the core product, actual product, and augmented product. Your task is to bring a product to the tutorial and be prepared to analyse this product in terms of these three levels.
2. Outline the different types of consumer and business-to-business products offered by firms. Provide examples of each product type.
3. What are the different stages in the new product development process? What are some of the major issues managers must consider at each stage?
4. Outline and discuss the stages of the product life cycle (PLC). What occurs to industry sales and profitability at each stage of the PLC?
Week 10—Promotion: Integrated Marketing Communications

Reading: Kotler et al (2009) - Chapters Twelve, Thirteen and Fourteen

1. In your own words define integrated marketing communications (IMC). What do you believe to be the key features of IMC, and how does it improve the promotional efforts undertaken by marketers?
2. Advertising is often wrongly assumed to be the only marketing communication tool available to marketers. Outline the different marketing communication tools available to marketers and discuss the advantages and disadvantages of each of these tools.
3. Imagine you have been given the task of promoting a new restaurant and bar, outline and discuss the steps you would need to go through in developing your IMC campaign. What are some of the major factors you will need to consider at each stage?
4. Select a major new or recent release movie and critically analyse their use of IMC.

Week 11—Price: Understanding Costs and Customer Value

Reading: Kotler et al (2009) – Chapter Ten

1. Outline and discuss the different general approaches to pricing. What do you see as being the major advantages and disadvantages of each approach?
2. What is meant by customer value? How could customer value be used as an approach to pricing?
3. What are the different approaches that may be used in pricing of new products? Identify examples where each of these pricing approaches has been used.
4. What are the different product mix and service mix pricing strategies available to organisations? Identify examples where these strategies have been employed.

Week 12—Place: Distribution and Marketing Logistics Networks

Reading: Kotler et al (2009) – Chapter Eleven

1. In your own words, provide a definition of marketing logistics networks. What do you believe to be the main tasks performed by marketing logistics networks?
2. What is a marketing channel and why are they used? What functions does a marketing channel perform?
3. What are the differences between a retailer and a wholesaler? What are some of the functions they perform? What are the main types of retail formats in use around the world? How do you believe Internet and mobile phone technologies are going to impact upon retailers and wholesalers?
4. How will the recent decision by Australian retailers to increase the number of home brand (private label) products on their shelves impact on the distribution of manufacturer-branded products?

Week 13—Ethics and Marketing Compliance

Reading: Kotler et al (2009) – Chapter Fifteen

1. Do you believe marketing should be conducted in a more socially responsible manner? Why or why not?
2. What do you believe are the major social and ethical issues currently faced by marketing? How do you believe marketers should respond to these issues?
3. It is increasingly recognised that organisations must try to satisfy the needs of multiple stakeholder groups. Select a large organisation and identify the relevant stakeholder groups. What are some of the issues this organisation may face in trying to balance the needs of these different groups?
4. Environmentalism has emerged as a major force globally. Do you believe this trend has resulted in environmentally responsible consumers? How have you changed your consumer behaviour to reduce your ecological footprint? Do you believe marketers could do more to reduce humanity’s impact on the natural world?
Assignment Topics

Assignment 1 – Essay

Due Date: 11 August 2010
Length: 1000 words maximum
Value: 15 marks

This assignment involves you answering the question below.

Your question

What are needs, wants, and demands and how are these concepts related to each other? Why do marketers need to understand these concepts? How can our understanding of needs, wants and demands be used to explain car sales?

Guidelines

- It should be presented in the form of an essay.
- Given the limited word count of this assignment you should not overuse headings.
- An executive summary and a contents page are not required.
- The word count includes such items as headings, in-text references and quotes. It does not include the reference list at the end of the assignment. There is a 10% leeway on the word limit. However, over-length assignments will be penalised 10% of the available marks, i.e., 1.5 marks.
- This is an academic assignment and you are expected to support your conclusions with at least three (3) references to the relevant and contemporary academic literature. Avoid referencing coursework from other universities or from non-academic websites, eg Wikipedia.

A copy of the marking guidelines for this assessment item will be provided on MyLO.
Assignment 2 – Case Study

Due Date: 27 September 2010
Length: 2000 words maximum
Value: 25 marks

This assignment involves you considering the following scenario and answering the question below.

Marketing culture – Tasmania’s museums
Hobart – Tasmanian Museum & Art Gallery (TMAG)
Launceston – Queen Victoria Museum & Art Gallery (QVMAG)

The 21st century is a challenging time for the modern museum. The increased sophistication and array of entertainment options and the emergence of the ‘time poor’ consumer has required the museum sector to rethink the manner in which it defines and competes for its market share. Academics and practitioners alike recognise that museums can no longer effectively compete with their traditional business models that centre around ‘providing quiet places for contemplation’ and ‘the collection and presentation of rare artefacts’. Certainly museum managers must now concentrate on identifying their competition—in some respects museums now compete with any activity a family or individual might choose to do in their leisure time.

Research indicates that for the modern museum to compete it must provide a mix of its traditional offerings, as well as aim to educate, entertain and provide an experience that will be valued by their visitors. In Tasmania both TMAG in Hobart and QVMAG in Launceston face these problems, with perhaps the additional competition from trips to mainland cultural and leisure events.

Your task

You have been hired as a consultant by TMAG in Hobart or QVMAG in Launceston (students may choose which museum) to provide marketing advice to the Director of the museum. The Director is particularly interested in combating the competition from the cultural, leisure and sporting events and organisation both in Tasmania and interstate. In a preliminary report you are required to answer the following questions:

1. A wide variety of consumers visit museums, from school groups to tourists. Outline the different target markets for museums.
2. There are a number of ways to define a target market. Discuss the use of psychographic bases as a tool to segment the market for your chosen museum.
3. Consumer behaviour is influenced by a range of phenomena. Explain how personal influences could affect a consumer’s decision to visit your museum.
4. Museums have many competitors, as noted above. Identify a marketing strategy you would advise your chosen museum to undertake to stay relevant to today’s consumer.

Guidelines

- The assignment is to be presented in the form of a report.
- An executive summary and a contents page are not required.
- The word count includes such items as headings, in-text references and quotes. It does not include the reference list at the end of the assignment. There is a 10% leeway on the word limit. However, over length assignments will be penalised 10% of the available marks, i.e., 2.5 marks.
- This is an academic assignment and you are expected to support your conclusions with at least four (4) references to the relevant and contemporary academic literature. Avoid referencing coursework from other universities or from non-academic websites, e.g. Wikipedia.

A copy of the marking guidelines for this assessment item will be provided on MyLO.
<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Text Chapter</th>
<th>Topic</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12 July</td>
<td>1</td>
<td>What is Marketing?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>19 July</td>
<td>2</td>
<td>Strategic Marketing and Planning</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>26 July</td>
<td>3</td>
<td>The Global Marketing Environment</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>2 August</td>
<td>4</td>
<td>Information Management and Marketing Research</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>9 August</td>
<td>5 &amp; 6</td>
<td>Understanding Buyer Behaviour</td>
<td>Assignment 1 – Essay</td>
</tr>
<tr>
<td>6</td>
<td>16 August</td>
<td>7</td>
<td>Market Segmentation, Target Marketing and Positioning</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>23 August</td>
<td></td>
<td>Study Week</td>
<td></td>
</tr>
</tbody>
</table>

Mid-Semester Break 30 August – 3 September

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Text Chapter</th>
<th>Topic</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>6 September</td>
<td>8 &amp; 9</td>
<td>Products: Goods, Services, People, Places, &amp; Ideas</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>13 September</td>
<td>12, 13 &amp; 14</td>
<td>Promotion: Integrated Marketing Communication</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>20 September</td>
<td>10</td>
<td>Price: Understanding Costs and Customer Value</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>27 September</td>
<td>11</td>
<td>Place: Distribution and Marketing Logistics Networks</td>
<td>Assignment 2 – Case study</td>
</tr>
<tr>
<td>12</td>
<td>4 October</td>
<td>15</td>
<td>Ethics and Social Responsibility</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11 October</td>
<td></td>
<td>Unit Review</td>
<td></td>
</tr>
</tbody>
</table>

Examination Period 23 October – 9 November 2010

A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm.