BMA506
FOUNDATIONS OF MARKETING

Semester 2, 2018
Unit Outline

Dr Linda French
CONTACT DETAILS

Unit coordinator/ Lecturer

Unit coordinator: Dr Linda French
Campus: Hobart
Email: Linda.French@utas.edu.au
Phone: 03 6226 2823
Room location and number: Room 422, Level 4, Centenary Building
Consultation hours: By Appointment
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 a business function that goes beyond the mere act of selling or advertising—it encompasses the entire process through which value is created, captured and offered to customers. It is critical that organisations establish and maintain relationships with customers to achieve and sustain a competitive advantage. In order to compete effectively in an increasingly dynamic global market, managers must be cognisant of the importance of marketing and how it contributes to the achievement of strategic goals.

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

Intended Learning Outcomes

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

1. Explain the fundamentals of marketing.
2. Discuss and apply the theories upon which the marketplace can be understood, assessed, and targeted.
3. Apply the marketing mix to analyse marketing problems.
4. Analyse and communicate marketing problems and solutions.

Alterations to the unit as a result of student feedback

To more closely align with internal Assessments, the multiple choice questions have been removed from Assessment Task 4 and been replaced with short answer questions. The Case study component of the exam remains.
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:</td>
<td>Quiz One: Week 3</td>
<td>10%</td>
<td>1</td>
</tr>
<tr>
<td>Online Quizzes</td>
<td>Quiz Two: Week 12</td>
<td>(5 % each quiz)</td>
<td></td>
</tr>
<tr>
<td>Assessment Task 2:</td>
<td>Week 4 to 8 inclusive</td>
<td>20%</td>
<td>2, 3 &amp; 4</td>
</tr>
<tr>
<td>Application Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment Task 3:</td>
<td>Due 5.00pm, Monday 24th September</td>
<td>20%</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
<tr>
<td>Individual Case Study</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment Task 4:</td>
<td>During the scheduled examination period as</td>
<td>50%</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
<tr>
<td>Final Examination</td>
<td>indicated by Student Administration in</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>correspondence to you.</td>
<td></td>
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</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Online Quizzes

Task description

Throughout the Semester there are two Quizzes to be completed online via MyLO. Each Quiz contains a variety of multiple choice, true/false, matching, or ordering questions. Detailed instructions for the completion of each Quiz is available in MyLO.

Please Note: The instructions and content of each Quiz will NOT be visible until the specified opening date/time. The instructions for each Quiz can be accessed multiple times between open and close dates, but you will have ONLY ONE attempt at each Quiz, so should NOT access until fully prepared.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Define value-driven marketing and describe how marketers create, capture, communicate and deliver value to consumers.</td>
</tr>
</tbody>
</table>

Task length 15 minutes for completion

Due by date

Quiz 1 (Week 3):
Open: 9.00am Monday 30th July
Close: 5.00pm Sunday 5th August
Content: check understanding of key concepts from Chapter 1 ONLY of the prescribed text.

Quiz 2 (Week 12):
Open: 9.00am Monday 8th October
Close: 5.00pm Sunday 14th October
Content: review understanding of key concepts from Chapter 1
ONLY of the prescribed text. NOTE: this test will NOT include
the same questions as Quiz 1 held in Week 3.

Please note that NO extensions will be granted for this
assessment task, and submissions will not be accepted after
5.00pm on the due date.

Value 10 marks (5 marks available for each Quiz)

Assessment Task 2: Application Activities

During Workshops in Week 4 to Week 8 inclusive, you will be required
to complete and submit a short written activity related to the 'New
Product' chosen for your Individual Case Study (see Assessment Task
3). You will be provided with instructions and a maximum of 30 minutes
to complete each Application Activity, and may refer to your prescribed
text, personal workshop notes, and your own New Product research to
assist with your submission. The Lecturer will also be available to clarify
specific concept related questions, or advise on theory application. You
MUST submit your written response to the Lecturer at the conclusion of
the Workshop.

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 the Assessment
Task 3 submission date. In addition, completion of Application Activities
and the feedback provided, will assist you to identify and frame the
relevant marketing theories and concepts to be included in areas of your
Individual Case Study submission. As these activities are designed to
provide the Lecturer with a quick 'snapshot' of your 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 Workshop attendance you MUST read
the relevant Week’s chapter(s) from the prescribed text, prepare answers
to the specified Case study and/or Marketing Application questions (as
noted in the Workshop Schedule commencing on page 12), and
undertake preliminary research to identify New Product evidence to
support your practical application. NO time will be provided in class to
undertake these activities, meaning a lack of preparation will severely
impact on your ability to submit a quality piece of work.
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 Workshop time. If you are NOT able to attend your allocated Workshop time in any given week, you may attend the alternate Workshop subject to available space and the Unit coordinator’s permission. Workshop 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. 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 and upload your submission at any time within this 24 hour period. The Lecturer will be available to answer questions, clarify concepts and/or guide on application during the relevant Week’s online ‘drop-in-session’ which will occur prior to Application Activity submission. Further detail on the ‘drop-in-sessions’ can be found on page 11.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
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<tbody>
<tr>
<td>Criterion 1</td>
<td>Discuss the segmentation, targeting, and positioning process.</td>
</tr>
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<td>Criterion 2</td>
<td>Identify and apply strategies and tactics related to product line management, branding, packaging and innovation.</td>
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<tr>
<td>Criterion 3</td>
<td>Apply pricing decisions for firms and identify the economic influences on setting prices.</td>
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<td>Criterion 4</td>
<td>Describe the importance of marketing channels and identify different channel strategies.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Identify and apply the different elements of an integrated marketing communication (IMC) program.</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Analyse a marketing problem and communicate it professionally in written and/or oral fashion.</td>
</tr>
<tr>
<td>Task length</td>
<td>150 words maximum (no 10% leeway) each Activity</td>
</tr>
<tr>
<td>Due by date</td>
<td>Application Activities are to be completed and submitted during Workshops (Attending students), or before 6.00pm (AEST) Friday (Distance students) of Week 4 to Week 8 inclusive.</td>
</tr>
</tbody>
</table>
Assessment Task 3: 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 text, 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. This New Product will be the focus of both your Applications Activities AND Individual Case Study:

- Dinnerly: home delivered meal kits
- Fitbit Ace: activity tracker for kids 8+
- Lamborghini: Urus SUV.

Once selected, you can begin to undertake research into how this 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, students are to use the prescribed text, plus a minimum of SEVEN (7) 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 3 – 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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<tr>
<td><strong>Criterion 7</strong></td>
<td>Apply the concepts of value-driven marketing to evaluate the marketing mix.</td>
</tr>
<tr>
<td>Criterion 8</td>
<td>Analyse a marketing problem and communicate it professionally in written and/or oral fashion.</td>
</tr>
<tr>
<td>Criterion 9</td>
<td>Communicate the solution to a marketing problem professionally in written and/or oral fashion.</td>
</tr>
<tr>
<td>Task length</td>
<td>2000 word <em>maximum</em> (no 10% leeway).</td>
</tr>
<tr>
<td>Due by date</td>
<td>Due 5.00pm, Monday 24th Sept (Week 10)</td>
</tr>
<tr>
<td>Value</td>
<td>20 marks</td>
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</table>

**Assessment Task 4: Final Examination**

**Description**
The final examination will be closed book and comprise two sections.
- **Section A** will require students to answer a set of questions relating to a marketing Case study. Section A is worth 20 marks.
- **Section B** will require students to answer THREE (3) from a choice of FOUR (4) short answer questions, each focusing on a specific area of marketing theory. Each short answer question is worth 10 marks for a total Section B value of 30 marks.

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</tr>
<tr>
<td>Criterion 2</td>
<td>Explain how marketers systematically analyse the marketing environment to uncover and evaluate opportunities.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Discuss and analyse the consumer buying decision process.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Apply the concepts of value-driven marketing to evaluate the marketing mix.</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Discuss the concept of digital marketing.</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Identify and apply the unique characteristics of services marketing to market service firms.</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Discuss the concept of marketing ethics and how it is relevant to the firm’s marketing decisions and strategies.</td>
</tr>
<tr>
<td>Criterion 8</td>
<td>Discuss and apply the concept of marketing research.</td>
</tr>
</tbody>
</table>
**Criterion 9**
Analyse a marketing problem and communicate it professionally in written and/or oral fashion.

**Criterion 10**
Communicate the solution to a marketing problem professionally in written and/or oral fashion.

**Duration**
3 hours (preceded by 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**
50 marks

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**WHAT LEARNING OPPORTUNITIES ARE THERE?**

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**Required readings**

You will need the following text:


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**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](http://www.ami.org.au)

**Activities**

**Details of teaching arrangements**

This unit will be delivered over a thirteen (13) week semester. To fully participate in this unit, **PRIOR** to attending weekly workshops (if an attending student) or viewing the weekly workshop recordings (distance students), **ALL students** are expected to:

- Read the specified Chapter(s) of the prescribed text (see the Workshop Schedule commencing on page 12);
• View the weekly ‘concept’ videos available on MyLO;
• If instructed, read the specified Case study from the prescribed text and prepare answers to the questions (see the Workshop Schedule commencing on page 12);
• Prepare answers for specified Marketing Application questions (see the Workshop Schedule commencing on page 12).

**Attending students** are expected to attend one Workshop (each week for thirteen weeks) which equates to two (2) contact hours weekly. Workshops commence in Week 1, and you will be able to self-enrol for a Workshop electronically through MyLO between 9.00am Monday 16th July, and 5.00pm Friday 20th July. Attending students who have not enrolled in a Workshop by this time will be allocated to a Workshop by the Unit coordinator, and informed of the allocated slot via University email. Variations in Workshop enrolments will not be permitted after this time.

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

**Distance students** will have access via MyLO to a weekly recording of 1 Hobart workshop within 24 hours of its completion. You will also have access weekly to a 1 hour online ‘drop-in-session’ with the Lecturer who will be available to answer any Unit related questions, clarify concepts and provide guidance on Assessment tasks. Further detail on the day and time for the online ‘drop-in-sessions’ will be made available on MyLO during the first week of semester. The online ‘drop-in-sessions’ will be delivered using the University’s web conferencing software package – Blackboard Collaborate Ultra. If you wish to participate in these sessions, you will need internet access, a head-set, and a microphone.

In addition to the aforementioned class hours, you are expected to dedicate another 10 hours per week to self-directed study, meaning the minimum time commitment required for this unit is 168 hours. Whether an **attending** or **distance** student, this time will allow for reviewing the Workshop content, class preparation, researching and completing assessment tasks, and general study and revision.

Please note that you will need to access all the learning material for this course via MyLO, and that not all the learning materials will be available at the start of the semester.

Specific attendance/performance requirements*

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

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

1. Completion of Online Quiz 1 in Week 3 (value: 5 marks).
2. Completion and submission of Application Activity 1 in Week 4 (value: 5 marks).

Workshop schedule

The Workshop schedule outlines the activities we will be discussing/completing over the course of the semester. You will need to check the Workshop schedule weekly.

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>PRIOR TO WORKSHOP ATTENDANCE/VIEWING STUDENTS MUST</th>
<th>ACTIVITIES</th>
<th>ASSESSMENT DUE DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16 July</td>
<td>Read Chapter 1 prescribed text: ‘Overview of Marketing’. View weekly ‘concept’ videos on MyLO. Read and prepare answers to Case Study 1.1 Kitties and coffee (page 16-17 prescribed text). Prepare answers to Marketing Applications questions 1 &amp; 2 (page 24 prescribed text).</td>
<td>Overview of Week 1 key concepts Case study discussion Marketing Application questions</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>Read Chapter 4 prescribed text: ‘Analysing the Marketing Environment’. View weekly ‘concept’ videos on MyLO. Read and prepare answers to Case Study 4.1 Non-diary cheese (page 113-114 prescribed text). Prepare answers to Marketing Applications questions 1 &amp; 7 (page 122 prescribed text).</td>
<td>Overview of Week 2 key concepts Case study discussion Marketing Application questions</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>30 July</td>
<td>Read Chapter 5 prescribed text: ‘Consumer Behaviour’. View weekly ‘concept’ videos on MyLO. Read and prepare answers to Case Study 5.2 Will they come? (Page 155-156 prescribed text). Prepare answers to Marketing Applications questions 1, 3 &amp; 4 (page 159 prescribed text).</td>
<td>Overview of Week 3 key concepts Case study discussion Marketing Application questions</td>
<td>Quiz 1: Open 9.00am, Monday 30th July Closes 5.00pm, Sunday 5th August Value: 5 marks</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Read Chapter 6 prescribed text: ‘Segmentation, Targeting and Positioning’. View weekly ‘concept’ videos on MyLO.</td>
<td></td>
<td>Application Activity 1: complete/</td>
</tr>
</tbody>
</table>
**Overview of Week 4 key concepts**

Marketing Application questions

Application Activity 1

### Application Activity 1

**Submit**

**Time:** 30 mins

**Value:** 4 marks

### Application Activity 2

Read Chapter 8 & 9 prescribed text: ‘Product and Branding Decisions; Developing New Products’.

View weekly ‘concept’ videos on MyLO.

Prepare answers to Marketing Applications questions 1 & 5 (page 262 prescribed text); Marketing Application question 1 (page 300 prescribed text).

**Submit**

**Time:** 30 mins

**Value:** 4 marks

### Application Activity 3


View weekly ‘concept’ videos on MyLO.

Prepare answers to Marketing Applications questions 1, 2 & 5 (page 374 prescribed text).

**Submit**

**Time:** 30 mins

**Value:** 4 marks

### Application Activity 4

Read Chapter 12 prescribed text: ‘Supply Chain, Channel Management and Retail’.

View weekly ‘concept’ videos on MyLO.

Prepare answers to Marketing Applications questions 1, 3 & 4 (page 416 prescribed text).

**Submit**

**Time:** 30 mins

**Value:** 4 marks

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Mid-semester break (Commences Monday 3 September. Classes resume Monday 10 September)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Reading Assignment</th>
<th>Overview of Week</th>
<th>Application Activity 5</th>
<th>Time</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>10 Sept</td>
<td>Read Chapter 13 prescribed text: 'Integrated Marketing Communications, Advertising and PR'. View weekly ‘concept’ videos on MyLO. Prepare answers to Marketing Applications questions 1, 2 &amp; 3 (page 463 prescribed text).</td>
<td>Overview of Week 8 key concepts Marketing Application questions Application Activity 5</td>
<td></td>
<td>30 mins</td>
<td>4 marks</td>
</tr>
<tr>
<td>9</td>
<td>17 Sept</td>
<td>Read Chapter 2 prescribed text: ‘Digital Marketing’. View weekly ‘concept’ videos on MyLO. Prepare answers to Marketing Applications questions 2, 3 &amp; 4 (page 62 prescribed text).</td>
<td>Overview of Week 9 key concepts Marketing Application questions Individual Case Study question and answer time</td>
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<td></td>
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<tr>
<td>10</td>
<td>24 Sept</td>
<td>Read Chapter 10 prescribed text: ‘Services: The Intangible Product’. View weekly ‘concept’ videos on MyLO. Read ‘Adding Value 10.2: Wolgan Valley Service Quality’ (page 316-317 prescribed text), and address the following task: Explain how the Wolgan Valley Resort &amp; Spa use Processes, Physical evidence and People to deal with the unique characteristics of their service offering. Prepare answers to Marketing Applications questions 1, 2 &amp; 5 (page 331-332 prescribed text).</td>
<td>Overview of Week 10 key concepts Adding Value 10.2 discussion Marketing Application questions</td>
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<td></td>
<td>20 marks</td>
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<tr>
<td>11</td>
<td>1 Oct</td>
<td>Read Chapter 3 prescribed text: Marketing Ethics, Sustainability and CSR. View weekly ‘concept’ videos on MyLO. Read the Chapter Case Study (page 91-92 prescribed text) and prepare answers to Discussion questions 1 to 4 (page 93 prescribed text). Prepare answers to Marketing Applications questions 1, 2 &amp; 3 (page 89 prescribed text)</td>
<td>Overview of Week 11 key concepts Case study discussion Marketing Application questions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>8 Oct</td>
<td>Read Chapter 7 prescribed text: ‘Marketing Research’. View weekly ‘concept’ videos on MyLO.</td>
<td>Overview of Week 12 key concepts Case study discussion</td>
<td>Quiz 2: Open 9.00am, Mon 8th Oct</td>
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</tbody>
</table>

**Overview of Week**
- Marketing Application questions
- Application Activity 5
- Time: 30 mins
- Value: 4 marks

**Application Activity 5**
- Complete/submit

**Quiz 2**
- Open 9.00am, Mon 8th Oct
- Closes 5.00pm, Sunday 14th October
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.