# CONTACT DETAILS

## Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Dr Maria Massey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Sandy Bay, Tasmania</td>
</tr>
<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>

## Other teaching staff

<table>
<thead>
<tr>
<th>Lecturer:</th>
<th>Allen Xi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Shanghai Ocean University</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Allen.Xi@utas.edu.au">Allen.Xi@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>+86 021 61900797</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>UTAS office, Room 217, Level 2, AIEN Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment via email</td>
</tr>
</tbody>
</table>
# CONTENTS

## WHAT IS THE UNIT ABOUT? 2
- Unit Description 2
- Intended Learning Outcomes 2
- Graduate Statement 3
- Alterations to the Unit as a Result of Student Feedback 3

## HOW WILL I BE ASSESSED? 4
- Assessment Schedule 4
- Assessment Details 4
- How Your Final Result Is Determined 9
- Submission of Assignments 9
- Academic Referencing 10
- Academic Misconduct 12

## WHAT LEARNING OPPORTUNITIES ARE THERE? 13
- MyLO 13
- Resources 13
- Activities 15
- Communication 17
- Concerns and Complaints 18
- Further Information and Assistance 18
- Unit Schedule 19

## ACCREDITATION 22
- AACSB Accreditation 22
WHAT IS THE UNIT ABOUT?

Unit description

This unit explores the basic principles and concepts that underpin marketing. Through this unit you will develop a solid grounding for your future studies. The knowledge that you gain by undertaking this unit will be of value even if you do not go on to study marketing, because marketing is relevant to all areas of business.

Through this unit you will become aware of the marketing practices that surround you, and you will begin to understand what marketing it is about and why it is so central to many business decisions. We will also explore some of the more contemporary issues facing marketers today and demonstrate how understanding these issues will make you a more informed marketing student.

Intended Learning Outcomes

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

1. Understand the role of marketing in an organisation and society
2. Find and use marketing relevant data
3. Have a broad knowledge of the principles, strategies and elements of marketing
4. Know contemporary issues in marketing
Graduate 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

No alterations have been made since the last delivery of the unit.
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: Just-in-Time Questions</td>
<td>Weeks 3, 5, 7, 9 &amp; 13</td>
<td>10 marks</td>
<td>1, 2, 3 &amp; 4</td>
</tr>
<tr>
<td>Assessment Task 2: Case analysis Part A</td>
<td>Weeks 6, 7, 8 &amp; 9</td>
<td>20 marks</td>
<td>1, 2 &amp; 3</td>
</tr>
<tr>
<td>Assessment Task 3: Case analysis Part B</td>
<td>Week 12</td>
<td>30 marks</td>
<td>2 &amp; 3</td>
</tr>
<tr>
<td>Assessment Task 4: Final examination</td>
<td>Exam period</td>
<td>40 marks</td>
<td>1, 3 &amp; 4</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Just-in-Time Questions

Task description

The purpose of this assessment item is to get you to cover the required readings, and to assess your understanding of this material. By pre-reading the material, you will come to the lectures better prepared, and will be able to participate in classes more effectively. Throughout the semester you will be required to complete FIVE (5) quizzes in sets of Just-in-Time (JIT) Questions on MyLO in Weeks 3, 5, 7, 9 & 13.

Each set of JIT Questions will be made available at 9.00am on Monday and will close at 2.00pm on Friday of each specified week.

These questions will be presented in a variety of formats including multiple choice, true/false, matching key marketing terms to their correct definition, and/or placing the steps of a process into the correct order.

For further detail about the required readings for each set of JIT Questions see Unit Schedule at the end of the Unit Outline and in the ‘Assessment 1 – Just In Time Questions’ folder in the Learning Hub of this unit’s MyLO site.
<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Demonstrate understanding of the role of marketing in an organisation and society</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Demonstrate understanding of marketing relevant data</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Demonstrate knowledge of the principles, strategies and elements of marketing</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Demonstrate knowledge of contemporary issues in marketing</td>
</tr>
</tbody>
</table>

Assessment criteria: A detailed copy of the assessment criteria and marking rubric will be available through the Assessment area in MyLO.

Task length: A time limit of 10 minutes per quiz is applied. Whilst each set of JIT Questions will be available for a 5-day period, each student will have only 1 opportunity to access, complete and submit their answers for marking.

Due by date: 2.00pm Friday, Weeks 3, 5, 7, 9 & 13

Value: 10 marks
Each of the five quizzes is worth 2 marks.

Assessment Task 2: Case Analysis Part A (Group)

Task description:
Case Analysis Part A is a group task that consists of two activities: (1) a 15-minute presentation, (2) a 1,000-word written piece.

The purpose of Part A of the Case Analysis is to assess your understanding of the marketing environment and the topics covered in Module 2. During the tutorial in Week 3 students will be presented with a choice of case organisations for analysis, groups will be formed, and each group will be allocated a presentation date.

Activity 1: 15-minute presentation
In their presentation, groups will be required to answer the following FOUR (4) questions:

1. Provide a summary of your chosen organisation, addressing the scale of their operations, the markets they operate in, and their product range. In your summary you must identify whether your organisation operates in a business to business context (B2B), business to consumer context (B2C), or both.
2. **Identify your organisation’s most significant competitors.** What are the strengths and weaknesses of these competitors relative to your chosen organisation? Note, you should analyse no more than three competitors for this section of your presentation.

3. **Identify two macro environmental trends that are relevant to your organisation.** Discuss whether these trends create marketing opportunities or threats for your organisation.

4. **Identify and describe the target market for one product in your organisation’s overall product range.**

It is up to each group to determine how their presentations will be made, and the role that each group member plays in the preparation and delivery of the presentation.

Groups are required to complete a *Group Mark Allocation Adjustment Form* (available from MyLO) and hand this to their tutor at the time of their presentation.

Students that are unable to complete the group presentation task on medical or compassionate grounds (Note, work or other commitments are not considered ‘compassionate grounds’) may request that they be permitted to submit alternative coursework.

**Activity 2: 1,000-word written piece**

In addition to their presentation, groups must submit a 1,000-word written piece containing the following: (a) **500-word answer to Question 5** (see below), and (b) **500-word synopsis** outlining how and where you gathered information about your case organisation. Students are responsible for undertaking their own research into their chosen case organisation.

5. **Identify and discuss the different types of secondary data your organisation could use for marketing purposes.** What criteria should you use to assess the quality of this information and its appropriateness for use in decision making?

Both written pieces should be contained in a single document, and the text should be in 12-point font and double line spacing. The written component of this assessment item must be handed to the tutor at the start of your presentation.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Identify marketing’s role in an organisation.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Identify, gather and analyse marketing relevant data from electronic and academic sources.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Apply knowledge of the principles, strategies and elements of marketing.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Identify and define the elements of marketing environment, stages in the process of segmentation, targeting and positioning to analyse a specific product.</td>
</tr>
</tbody>
</table>

**Assessment criteria**

A detailed copy of the assessment criteria and marking rubric will be available through the Assessment area in MyLO.

**Task length**

(1) a 15-minute presentation  
(2) a 1,000-word written piece

**Due by date**

Weeks 6, 7, 8 & 9  
Each group will be allocated a specific time for their presentation during this four-weeks period.

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**Assessment Task 3: Case Analysis Part B (Individual)**

<table>
<thead>
<tr>
<th>Task description</th>
<th>Case Analysis Part B is an individual task that requires submission of a 2,000-word written report. The purpose of Part B of the Case Analysis is to assess your understanding of the marketing mix used by your case organisation. For this assessment item you are required to prepare an individual written report addressing TWO (2) questions (see below). Note that your answers should relate to what you learnt about your case organisation in Part A.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. <em>Given what you know about your case organisation, critically analyse their marketing mix (product, price, distribution, promotion) using relevant theory.</em></td>
</tr>
<tr>
<td></td>
<td>2. <em>How could your case organisation improve their marketing mix in view of the macro environmental trends you identified in Part A?</em></td>
</tr>
<tr>
<td></td>
<td>Your report should be presented in 12-point font and double line spacing. Headings should be used to help structure your answers; but a table of contents is not required. Page numbers must be used. You should allow around 1,600 words for answering Question 1 and approximately 400 words for the recommendations you make in response to Question 2. For this assessment item you are required to use at least four (4) academic references.</td>
</tr>
<tr>
<td></td>
<td>Students are responsible for undertaking their own research into their chosen case organisation.</td>
</tr>
<tr>
<td>Criterion</td>
<td>Measures Intended Learning Outcome:</td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Criterion 1</td>
<td>Identify, gather and analyse marketing relevant data from electronic and academic sources.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Apply knowledge of the principles, strategies and elements of marketing.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Identify and define the elements of marketing mix to analyse a specific product.</td>
</tr>
</tbody>
</table>

### Assessment criteria
A detailed copy of the assessment criteria and marking rubric will be available through the Assessment area in MyLO.

### Task length
2,000-word report

### Due by date
2.00pm Friday, Week 12

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### Assessment Task 4: Final Exam

**Description / conditions**
The final examination will be closed book. You are required to answer FOUR (4) from a choice of six (6) essay questions, each focusing on a specific area of marketing theory. Each essay question is worth 10 marks for a total value of 40 marks. More information on the exam and its content will be provided later in the semester.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Identify and discuss marketing’s role in an organisations and society.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Discuss the principles, strategies and elements of marketing.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Identify and discuss contemporary issues in marketing.</td>
</tr>
</tbody>
</table>

### Duration
Two hours (preceded by 15 minutes reading time)

**Date**
Exam period
The final exam is conducted by AIEN in the formal UTAS 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 grade will be determined in the following way.

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

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

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

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, 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.

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 an AUD $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

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.
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 appropriate referencing style for this unit is Harvard Reference Style.

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](https://mylo.utas.edu.au) 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](https://www.utas.edu.au) page on the University web site or the [Academic Honesty site on MyLO](https://mylo.utas.edu.au).
Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

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

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

Resources

Required readings

You will be provided with the required reading for each week.

Recommended readings


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

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


Keegan, WJ & Green, MC 2015, Global marketing, Pearson, Boston
Palmatier, RW & Sridhar, S 2017, Marketing strategy: Based on first principles and data analytics, Palgrave, London UK


Reed, PW, 2014, Strategic marketing: decision making and planning, Cengage Learning, South Melbourne, Victoria.

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)

Thompson, D, 2017, Hit makers: The science of popularity in an age of distraction, Penguin.


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 recommended resources

In addition to the texts provided to you by your Lecturer, students are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, students are encouraged to review regularly the relevant papers that are published in:

For your studies it is essential that you become familiar with the key academic journals in the marketing discipline. We suggest you use the ejournal link on the Library website to access the following:

- Australasian Marketing Journal
- European Journal of Marketing
- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Marketing Research
Students should also review the following websites and blogs for up to date information and opinions on marketing:

- **Australian Marketing Institute** [www.ami.org.au](http://www.ami.org.au)
- **American Association of Advertising Agencies**: [www.aaaa.org](http://www.aaaa.org)
- **American Marketing Association**: [www.marketingpower.com](http://www.marketingpower.com)
- **Forrester Research**: [www.forrester.com](http://www.forrester.com)
- **Gartner Group**: [www.gartner.com](http://www.gartner.com)

**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**

**Lectures**

This unit will be taught using a modular structure and will be delivered over the course of a 13-week semester. The unit content will be divided into four (4) modules. These modules will cover a range of topics, and will be delivered via lectures, tutorials, and additional readings delivered through MyLO. For more information on the material covered by each Module, refer to the individual Module folders available via the Learning Hub icon on the MyLO home page for this unit. You will need to access all the learning material for this course via MyLO. Note that not all the learning materials will be available at the start of the semester, with materials usually made available on a week-by-week basis.
**Tutorials**

The tutorial program for this unit runs from Week 2 to 13 (inclusive). Tutorials are 45 minutes in duration and are designed to consolidate the learning you received during the lectures and provide you with an opportunity to apply theory to practical marketing situations. In addition, the tutorials will provide you with an opportunity to receive feedback on assessment items. We expect you to come to tutorials prepared to engage in discussion of marketing concepts with your peers. Detail on the specific topics for tutorial discussions will be made available via the Learning Hub on MyLO.

**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 in Week 3.

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:

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.

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.

These are some of the expectations we have of you as a student enrolled in this unit:

In order to achieve the learning outcomes in this unit it has been designed around a thirteen (13) week study schedule containing four (4) modules, with face-to-face classes commencing the week of Monday, 25 February. 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 four pieces of assessment: Just-in-Time Questions (5 sets), a group presentation and a written piece for Case Analysis Part A, an individual written report for Case Analysis Part B, 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.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

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.
If you have a question related to a personal issue affecting your studies or your performance in the unit, please contact the appropriate teaching staff member by email.

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 Lecturer or Unit Coordinator in the first instance.

If you do not feel comfortable contacting one of these people, or you have had discussions with them and are not satisfied, then you are encouraged to contact the Academic Program Coordinator: Dr Peter Dixon, email: Peter.Dixon@utas.edu.au
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 March</td>
<td>Module 1</td>
<td>Prescribed reading: Introduction to marketing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9 March</td>
<td></td>
<td>Prescribed reading: Value creation Tutorial: Learning consolidation</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>16 March</td>
<td>Module 2</td>
<td>Prescribed reading: Marketing environment Tutorial: Learning consolidation; Groups formed for Case Analysis</td>
<td>JIT Quiz 1 From Monday 9.00am to Friday 2.00pm Content of Weeks 1 &amp; 2 Value: 2 marks</td>
</tr>
<tr>
<td>4</td>
<td>23 March</td>
<td></td>
<td>Prescribed reading: Consumer behaviour Tutorial: Learning consolidation</td>
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<td>5</td>
<td>30 March</td>
<td></td>
<td>Prescribed reading: Segmentation, targeting and positioning Tutorial: Learning consolidation</td>
<td>JIT Quiz 2 From Monday 9.00am to Friday 2.00pm Content of Weeks 3, 4 &amp; 5 Value: 2 marks</td>
</tr>
<tr>
<td>6a</td>
<td>6 April</td>
<td>Module 3</td>
<td>Prescribed reading: Product Tutorial: Group presentation and 1,000-word written piece</td>
<td>Case Analysis Part A (Group) Time for each group presentation will be advised Value: 20 marks</td>
</tr>
<tr>
<td>6b</td>
<td>16 April (Thursday)</td>
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<td>7</td>
<td>20 April</td>
<td></td>
<td>Prescribed reading: Promotion Tutorial:</td>
<td>JIT Quiz 3 From Monday 9.00am to Friday 2.00pm</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Prescribed reading</td>
<td>Tutorial</td>
<td>Case Analysis Part A (Group)</td>
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<td>8</td>
<td>27 April</td>
<td>Group presentation and 1,000-word written piece</td>
<td>Group presentation and 1,000-word written piece</td>
<td>Time for each group presentation will be advised</td>
</tr>
<tr>
<td>9</td>
<td>4 May</td>
<td>Prescribed reading: Price</td>
<td>Tutorial: Group presentation and 1,000-word written piece</td>
<td>Case Analysis Part A (Group)</td>
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<td>Prescribed reading: Place</td>
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<td>Time for each group presentation will be advised</td>
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<td>Tutorial:</td>
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<td>Case Analysis Part A (Group)</td>
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<td></td>
<td>Group presentation and 1,000-word written piece</td>
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<td>Time for each group presentation will be advised</td>
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<td>10</td>
<td>11 May</td>
<td>Prescribed reading: Marketing strategy</td>
<td>Tutorial:</td>
<td>Case Analysis Part B (Individual)</td>
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<td>Prescribed reading:</td>
<td>Learning consolidation</td>
<td>Friday 2.00pm</td>
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<td>Marketing strategy</td>
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<td>Tutorial: Learning consolidation</td>
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<tr>
<td>11</td>
<td>18 May</td>
<td>Prescribed reading: Service marketing</td>
<td>Tutorial:</td>
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<td>Prescribed reading:</td>
<td>Learning consolidation</td>
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<td>Service marketing</td>
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<td>Tutorial:</td>
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<tr>
<td>12</td>
<td>25 May</td>
<td>Prescribed reading: Digital marketing</td>
<td>Tutorial:</td>
<td>Case Analysis Part B (Individual)</td>
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<td>Prescribed reading:</td>
<td>Learning consolidation</td>
<td>Friday 2.00pm</td>
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<td>Digital marketing</td>
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<td>Tutorial:</td>
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<tr>
<td>13</td>
<td>1 June</td>
<td>Prescribed reading: Sustainable marketing</td>
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<td>Prescribed reading:</td>
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<td>Sustainable marketing</td>
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<td></td>
<td>Tutorial: Learning consolidation</td>
<td>From Monday 9.00am to Friday 2.00pm</td>
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<td>Content of Weeks 10, 11 &amp; 12</td>
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<td>Value: 2 marks</td>
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Exam Period: 8 June to 19 June (Inclusive)
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.