Course Code: BUS109A
Course Name: Introduction to Marketing
Semester: Semester 1, 2015
Program: Certificate IV Tertiary Preparation Program
Credit Points: 10
Course Coordinator: Chris McGowan
Document modified: 11 Dec 2014 17:12:59

Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris McGowan</td>
<td><a href="mailto:chris.mcgowan@staff.qibt.qld.edu.au">chris.mcgowan@staff.qibt.qld.edu.au</a></td>
</tr>
</tbody>
</table>

Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the QIBT Portal under the “myTimetable” link.

Prerequisites

There are no prerequisites for this course

Brief Course Description

This course has been specifically designed for students who wish to study commerce/marketing or advertising related courses at a tertiary level.

Rationale

The course is designed as an introduction to marketing that articulates with more advanced studies at the diploma and undergraduate levels. Teaching and practice draws from a variety of sources that includes theoretical concepts, marketing plans, case studies and workbook activities. The teaching and learning material enables students to develop skills and knowledge of marketing concepts and their application in a business environment. The course also involves the application of study skills at the individual and group levels.

Aims

Successful completion of this course indicates that students have obtained an introductory understanding of important marketing principles and concepts in an increasingly competitive marketing environment. The course also embraces the changes that are unfolding for marketing students and provides a thorough understanding of contemporary marketing and how it fits into our dynamic world, both domestically and globally.

Learning Outcomes

Upon successful completion of this course students will be able to...

1. Demonstrate an understanding of the field of marketing and how it applies to the private, public and not-for-profit sectors
2. Describe the marketing environment and the internal and external forces which can influence organisations’ marketing
3. Explain the methods organisations can use to gather information about the market and the marketing environment and its importance
4. Demonstrate an understanding of the market segmentation process as well as target and positioning strategies.
5. Describe the consumer market and the forces which influence consumer behaviour
6. Explain the nature of the business market and its importance
7. Describe the services market and its importance in the economy
8. Demonstrate an understanding of product planning and development and explain the strategies used in product management
9. Describe the role of pricing in the marketing mix
10. Explain how to select distribution strategies and manage distribution channels
11. Demonstrate an understanding of the promotional mix
12. Explain the range of marketing actions that can raise ethical issues and describe how ethics can be approached in marketing

Texts and Supporting Materials

Prescribed Text

**Required Resources:**
You are required to purchase the following resources:


**Other Resources:**
The following resources are also available through the library and may be useful as reference materials:

- *Business Review Weekly*
- *Journal of Marketing*
- *Journal of Consumer Behaviour*
- *Australian Bureau of Statistics*

Organisation and Teaching Strategies

The course material will be covered through the use of lectures, tutorials, workshops, texts and practical exercises. Course delivery consists of four (4) compulsory contact hours per week.

During classes theoretical principles, ideas, concepts, terms, philosophy and models, as well as practical marketing methods, that are grounded in practical examples are conveyed through powerpoint presentations. Videos may also be used to offer insights into the organisational behaviour of firms and their use of relevant marketing strategies. This will contribute to a final unified framework of marketing and marketing management and the contributions of marketing practitioners.

In class time you will also be expected to apply marketing principles to a range of situations that draw on your own experiences. These activities may also involve defining and applying marketing terms to ground the theory and to formulate marketing strategies. This will provide you with the opportunity to develop teamwork skills as well as to deliver short oral presentations, express personal opinions, group ideas or report findings and recommendations.

Within your classes you will also complete practical tasks that may include workbook activities and collaborate with other students on assignment strategies. During these processes your teacher will act as a consultant to provide feedback on the strategy and tactics you may be considering. These activities will allow you opportunities to use basic and deeper order thinking, as well as to broaden your personal and group skills.

Class Contact Summary

**Attendance:**
Your attendance in class will be marked at any time during the four hour class. To receive full attendance, you must be present in the classroom **whenever** attendance is taken. During attendance marking it is your responsibility to visibly and orally confirm your presence. Please notify your teacher of an attendance error during the session as it is unable to be altered later. You are encouraged to attend and participate in all classes throughout the semester.

**Participation in Class:**
During classes each week you are expected to actively participate in exercises covering the current topic. Your contribution as an active participant is encouraged as these classes aim to stimulate thought processing so that you may make theoretical and practical, oral and written, responses. You are also encouraged to actively participate in the qWiki by sharing your ideas throughout the semester.

**Consultation Times:**
Attendance during consultation times is optional but you are encouraged to use this extra help to improve your learning outcomes.

**Course Materials:**
Lecture notes will be made available to you on the Learning@QIBT site on the student portal and you are advised to print these out before each class to help guide you in your study program. You are expected to bring these lecture notes with you to each class so that extra notes can be added.

**Independent Learning:**
You are expected to reinforce your learning from class time by undertaking sufficient independent study (approximately 6 hours per week outside of class time) so that you can achieve the learning outcomes of the course. Study of the textbook following classes is required as this will assist you in mastering the concepts and in writing assignments.

**Group Work:**
You are expected to work as a member of a group in order to complete your group assessment for this course. This will require you to consistently contact all members within your group and to appropriately divide the work and responsibility for tasks that are undertaken. Equal contribution is required from each member of a group and where this does not occur marks will be adjusted accordingly.

**Program Progression:**
You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 [please see QIBT Policy Library- Program Progression Policy for more information].

Content Schedule

The lectures, tutorials, workshops and assessment to be undertaken each week are listed below

### Weekly Teaching Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activity</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Field of Marketing</td>
<td>Lecture</td>
<td>Chapter 1 - Rix</td>
</tr>
<tr>
<td></td>
<td>- Getting to know you</td>
<td>Class</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introductory Activities</td>
<td>Class</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The Marketing Environment</td>
<td>Lecture</td>
<td>Chapter 2 - Rix</td>
</tr>
</tbody>
</table>
### Assessment
This section sets out the assessment requirements for this course.

#### Summary of Assessment

<table>
<thead>
<tr>
<th>Item</th>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Relevant Learning Outcomes</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Individual Online Tests (x4)</td>
<td>20%</td>
<td>1,2,3,4,5,6,7,8,9,10,11,12</td>
<td>Weeks 4, 6, 9, 12</td>
</tr>
<tr>
<td>2</td>
<td>Individual Workbook A</td>
<td>10%</td>
<td>1-12</td>
<td>3, 5, 7, 9 &amp; 11</td>
</tr>
<tr>
<td>3</td>
<td>Individual Workbook B</td>
<td>10%</td>
<td>1-12</td>
<td>4, 6, 8, 10 &amp; 12</td>
</tr>
<tr>
<td>4</td>
<td>Group Assessment</td>
<td>35%</td>
<td>1-12</td>
<td>12</td>
</tr>
</tbody>
</table>
Assessment Details
The assessment items within this course aim to evaluate your progress as you undertake increasingly more complex tasks. From formative assessment that tests early knowledge and understanding of marketing theory you will move to more difficult assignments where your ability to apply the concepts to practical marketing contexts will be assessed. The final items are designed to assess your ability to transform theoretical knowledge into practice and to evaluate your mastery of higher level thinking.

Weekly Online Multiple Choice Test 20% (4 x 5%) (Weeks 4, 6, 9 & 12)
This assessment item requires all students to register via the BUS109 Online Testing Link on the BUS109 Portal Homepage (following the link and using your student ID as your EZ ID). Once registered, each student will be required to submit an online test in 4 (four) designated classes throughout the semester. The test will consist of 20 multiple choice questions, and worth a total of 5% each. Students will only have one opportunity to submit each test, with the results being combined and made available via the Portal in week 12. Students will be allocated 40 minutes to complete each test, and all tests will be open book & conducted in class ONLY. This assessment item contributes to the achievement of all learning outcomes except 12.

Workbook A 10% (Weeks 3, 5, 7, 9 & 11)
Within the course workbook you will undertake a variety of tasks to demonstrate your understanding of the material presented within the course. Your course workbooks sections/chapters are to be completed and submitted (alternately - A one week, B the next) before the end of class each week for assessment. Workbook A will begin submissions in week 3 of the semester. This assessment item contributes to the achievement of all learning outcomes.

Workbook B 10% (Weeks 4, 6, 8, 10 & 12)
Within the course workbook you will undertake a variety of tasks to demonstrate your understanding of the material presented within the course. Your course workbooks sections/chapters are to be completed and submitted (alternately - A one week, B the next) before the end of class each week for assessment. Workbook B will begin submissions in week 4 of the semester. This assessment item contributes to the achievement of all learning outcomes.

Group Assessment - Project / Video [plus supporting documents] 35% (Weeks 5, 8 & 12)
In weeks 5, 8 & 12 of the semester, as a group you will be asked to submit/present various assessments, including a team contract, a group workbook, and the promotional material of a product you have to 'sell'. Each group will be trying to gain 'market share' for their product, with a 1-2 minute video advertisement focusing in on the key differentiating factors your product has and why your target market should 'buy it'. Each group will be expected to have a variety of different promotional methods, and must cover the entire marketing mix with their strategy and presentation in week 12.

Final Examination 25% (Week 14)
This examination will consist of a variety of short answer and scenario based questions and will be held in Week 14 of the semester. This assessment item contributes to the achievement of all learning outcomes.

Submission and Return of Assessment Items
Normally you will be able to access your results within fourteen [14] days of the due date for submission of the assignment. ALL assessment submitted in this course must be retained by QIBT as directed by the Australian Skills Quality Authority (ASQA) made under section 28 (1) of the National Vocational Education and Training Regulator Act 2011.

Retention of Originals
You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Extensions
To apply for an extension of time for an assessment item you must submit a written request to your lecturer via the Student Website at least 48 hours before the date the assessment item is due. Grounds for extensions are usually serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Penalties for late submission without an approved extension
Penalties apply to assignments that are submitted after the due date without an approved extension. Assessment submitted after the due date will be penalised 10% of the TOTAL marks available for assessment (not the mark awarded) for each day the assessment is late. Assessment submitted more than five days late will be awarded a mark of zero (0). For example:

- > 5 minutes and <= 24 hours 10%
- > 24 hours and <= 48 hours 20%
- > 48 hours and <= 72 hours 30%
- > 72 hours and <= 96 hours 40%
- > 96 hours and <= 120 hours 50%
- > 120 hours 100%

Note:
- Two day weekends will count as one day in the calculation of a penalty for late submission.
- When a public holiday falls immediately before or after a weekend, the three days will count as one day in the calculation of a penalty for late submission.
- When two public holidays (e.g. Easter), fall immediately before or after, or one day either side of a weekend, the four days will count as two days in calculating the penalty for late submission.
- When a single public holiday falls mid-week, the day will not be counted towards the calculation of a penalty.

Please refer to the QIBT website - Policy Library - for guidelines regarding extensions and deferred assessment.

Assessment Feedback
Marks awarded for assessment items will also be available on the on-line grades system on the Student Portal within fourteen [14] days of the due date.
Generic Skills

QIBT aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

<table>
<thead>
<tr>
<th>Generic Skills</th>
<th>Taught</th>
<th>Practised</th>
<th>Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Oral Communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Information Literacy</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Secondary Research</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Critical and Innovative Thinking</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Academic Integrity</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Self Directed Learning</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Team Work</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Cultural Intelligence</td>
<td>Yes</td>
<td></td>
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<tr>
<td>English Language Proficiency</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

Additional Course Generic Skills

Additional Course Information

In addition to formal contact hours, you are provided with extra support through individual consultation with teaching staff, English language support, and self-access computer laboratories.

Teacher and Course Evaluations

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations on the QIBT portal whenever these are available.

Academic Integrity

QIBT is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual’s and the College’s reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, QIBT also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at QIBT, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the QIBT Academic Integrity Policy; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the QIBT website—Policy Library.

Risk Assessment Statement

There are no out of the ordinary risks associated with completing this course.

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