



Queensland, Australia

<b>Course Code:</b>	<b>BUS109A</b>
<b>Course Name:</b>	<b>Introduction to Marketing</b>
<b>Semester:</b>	<b>Semester 1, 2016</b>
<b>Program:</b>	Certificate IV Tertiary Preparation Program
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Chris McGowan
<b>Document modified:</b>	28 Feb 2016 18:12:04

#### Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.	
<b>Name</b>	<b>Email</b>
Chris McGowan	<a href="mailto:chris.mcgowan@staff.griffithcollege.edu.au">chris.mcgowan@staff.griffithcollege.edu.au</a>
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#### 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 Griffith College 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
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## Texts and Supporting Materials

### Prescribed Text

#### Required Resources:

You are required to purchase the following resources:

- Rix, P. (2011). *Marketing: A practical approach* (7th Ed.). North Ryde, NSW: McGraw-Hill Australia.

#### Other Resources:

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

\* Elliott Greg, Rundle-Thiele Sharon, David Waller D Marketing, 2nd edn, 2012 Wiley. ISBN 978-1-118-38900-3

- \* Business Review Weekly
  - \* Journal of Marketing
  - \* Journal of Consumer Behaviour
  - \* Australian Bureau of Statistics
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## 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@Griffith College 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 Griffith College Policy Library - Program Progression Policy - for more information].

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## Content Schedule

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

## Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	The Field of Marketing	Lecture	Chapter 1 - Rix
	- Getting to know you	Class	
	Introductory Activities	Class	
2	The Marketing Environment	Lecture	Chapter 2 - Rix
	- Gather intelligence from classmates	Class	
3	Gathering Marketing Information	Lecture	Chapter 3 - Rix
	- Interview classmate / or Focus Group	Class	
4	Market Segmentation, Targeting and Positioning	Lecture	Chapter 4 - Rix
	1st Online Test - In class - 40 minutes (Chapters 1, 2 & 3)	Laboratory	Online Test
	Tutorial Activity	Class	
	- Exercise - Segment the Market & Positioning Map	Class	
5	Understanding the Business Market	Lecture	Chapter 6 - Rix
	Understanding the Consumer Market	Lecture	Chapter 5 - Rix
	Tutorial Activities - Wk 5 Group Contract Due	Class	Assessment - Group / Team Contract
6	Product Planning and Development	Lecture	Chapters 7 - Rix
	Tutorial Activity	Class	
	2nd Online Test - In class - 40 minutes (Chapters 4, 5 & 6)	Laboratory	Online Test
7	Product Management Strategies	Lecture	Chapter 8 - Rix
	- Design label for energy drink (If time permits)	Class	
8	Distribution	Lecture	Chapters 11 - Rix
	Tutorial Activity - Wk 8 Group Workbook Due	Class	Assessment - Group Workbook
9	Promotional Program	Lecture	Chapter 12 - Rix
	Tutorial Activity	Class	- Design an advertisement
	3rd Online Test - In class - 40 minutes (Chapters 7, 8 & 11)	Laboratory	Online Test
10	Pricing Strategies	Lecture	Chapter 10 - Rix
	Tutorial Activity	Class	- Debate about price of textbooks
11	Ethics in Marketing	Lecture	Chapter 15 - Rix (online handout) and various
	Services Marketing	Lecture	Chapters 9 - Rix
	Tutorial Activity	Class	
	Workbook A Submission	Class	Assessment - Workbook due
12	Group Project Video / Presentation	Class	Assessment Presentations
	Workbook B Submission	Class	Assessment - Workbook due
	4th (& final) Online Test is due for completion - In class - 40 minutes (Chapters 12, 10 & 9)	Laboratory	Online Test
	Group Project	Class	Written Assessment Due
13	Exam Concepts Revision	Class	Revision
	Collection of Group Project	Class	Hand back Assignments
	Exam Revision - Practise Exam	Class	Revision
14	FINAL EXAMINATION	Class	Assessment

### Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Individual Online Tests (x4)	20%	1,2,3,4,5,6,7,8,9,10,11,12	Weeks 4, 6, 9, 12

2	Individual Workbook A	10%	1-12	3, 5, 7, 9 & 11
3	Individual Workbook B	10%	1-12	4, 6, 8, 10 & 12
4	Group Assessment (Part 1, 2 & 3)	35%	1-12	Weeks 5, 8, 12
5	Final Examination	25%	1-12	14

### 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 in class tests will be in weeks 4, 6, 9 & 12, and will cover the content from the 3 previous classes / chapters. There are a total of 4 tests, each consisting of 20 multiple choice questions, and worth a total of 5% each. Students will **only have 1 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. Total combined presentation should be between 5-10 minutes (No Longer)

#### 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 Griffith College 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 assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College 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

Griffith College 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:



Generic Skills	Taught	Practised	Assessed
Written Communication		Yes	Yes
Oral Communication	Yes	Yes	Yes
Information Literacy		Yes	Yes
Secondary Research	Yes	Yes	Yes
Critical and Innovative Thinking		Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self Directed Learning		Yes	Yes
Team Work	Yes	Yes	Yes
Cultural Intelligence		Yes	
English Language Proficiency		Yes	Yes

### **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 Griffith College portal whenever these are available.

### **Academic Integrity**

Griffith College 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, Griffith College 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 Griffith College, 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 [Griffith College 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 Griffith College website – Policy Library.

### **Risk Assessment Statement**

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

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