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| Course Code: | 1003MKT |
| Course Name: | Introduction to Marketing |
| Semester: | Semester 1, 2017 |
| Program: | Associate Degree in Commerce & Business |
| | Diploma of Commerce |
| | Diploma of Hotel Management |
| | Diploma of Arts & Communication |
| Credit Points: | 10 |
| Course Coordinator: | Gerard Roache |
| Document modified: | 17 February 2017 |

Teaching Team

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

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

Introduction to Marketing is a 10 Credit Point course within the Diploma of Commerce and the Diploma of Hotel Management. The Diplomas of Commerce and Hotel Management are designed to provide students with a pathway to:

- further university studies in Commerce, Business and related degrees or
- direct employment.

Introduction to Marketing provides an introduction to understanding the marketing function in organisations. The course focuses on the relationships between the organisation and consumers via the marketing mix (product, price, place and promotion).

Rationale

As a professional within business or commerce, marketing skills and knowledge are essential. An understanding of the customer and how planning within an organisation can positively affect customer relationships is paramount to the ongoing success of a business. Sustainable long-term plans for the development and delivery of products commence with an appreciation of the customer, the market and society, the marketing mix, and the ability to develop and implement an effective marketing campaign.

Aims

Marketing is not so much a business discipline as a business philosophy. Marketing is about putting both customers and consumers at the centre of a company's thinking. Companies with a marketing focus understand their businesses in terms of the needs and wants of their customers. This course provides the foundational knowledge to help students to formulate, at a basic level, innovative solutions to meet those needs and wants.

Learning Outcomes

Upon successful completion of this course you will be able to:

1. Research and analyse academic and industry data to evaluate business or brand marketing problems
 2. Create original solutions for marketing problems by generating tailored marketing mixes for identified market segments
 3. Generate detailed and persuasive written reports to effectively communicate analysis and solutions
 4. Explain the importance of ethical and sustainable business practice and the necessity of corporate social responsibility
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Texts and Supporting Materials

Required Textbook

Lamb, Charles W. and Hair Joseph F. and McDaniel, Carl and Summers, Jane and Gardiner, Michael (2016) MKTG3: 3rd Asia-Pacific edition. Cengage Learning Australia, Melbourne, Australia.

Optional Readings

You may want to read or access additional material to help you with your group marketing project. They may include:

- APA Sixth Edition Style Guide tutorial-<http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>
 - Journal of Product Innovation Management - available from Proquest or library
 - Journal of Product & Brand Management - available from the library
 - Journal of Service Research - available from Proquest or library
 - Journal of Retailing and Consumer Services - available from the library
 - The Journal of Services Marketing - available from Proquest or library
 - Journal of Relationship Marketing - available from Proquest
 - Australasian Marketing Journal- available from Proquest or library
 - Journal of Business Ethics - available from Proquest or library
 - Business Ethics Quarterly - available from Proquest or library
 - Journal of Marketing - available from Proquest or library
 - Journal of Marketing Research - available from Proquest or library
 - International Journal of Research in Marketing - available from Proquest or library
 - Journal of Business Research - available from the library
 - Journal of Consumer Marketing - available from the library
 - Business Review Weekly - available from Proquest or library
 - Australian Bureau of Statistics - <http://www.abs.gov.au> *note: no charge if accessed in library
 - Australian New Zealand Standard Industrial Classification (ANZSIC) Codes - <http://www.swin.edu.au/research/grantinfo/ANZSICcodes.html>
 - Brisbane Community Profiles - Brisbane City Council Statistical Portrait of Brisbane - http://www.brisbane.qld.gov.au/BCC:STANDARD:469743980:pc=PC_277
 - Australian Tax Office (Information about how to start a business, including start-up expenses and legal information) - http://www.ato.gov.au/businesses/pathway.asp?pc=001/003/039&mfp=001/003&mnu=841#001_003_039
 - Department of Foreign Affairs and Trade (Country, Economy and regional information) - <http://www.dfat.gov.au/geo/>
 - Queensland Government Department of Employment, Economic Development and Innovation (Business development assistance) - <http://www.dtrdi.qld.gov.au/dsdweb/v4/apps/web/content.cfm?id=1581>
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Organisation and Teaching Strategies

Your learning will take place within three types of learning contexts. These include:

Lectures (2 hours per week): The purpose of the lecture is for you to engage in a summary of the content knowledge needed to be able to understand the topic of the week and to be able to complete relevant class activities. You will be required to analyse, discuss and debate current marketing problems and raise questions if information is unclear. It is essential for you to download and read the lecture notes and read the relevant chapters in the textbook, prior to the lectures to understand the subject matter more clearly (see content schedule). It is recommended that you print and bring the lecture notes to each lecture.

Tutorials (1 hour per week): The purpose of the tutorial is for you to apply the information you have learnt from your textbook and from the lecture to in-class activities, analyse business situations and discuss ideas with other students. You will be required to prepare answers to weekly questions and cases available on the portal before each tutorial. You will also give your oral presentations during scheduled periods as indicated in the content schedule.

Workshops (1 hour per week): The purpose of the workshop is to enable you to learn specific skills to assist with the Team Marketing Project, including teamwork, time management, researching on databases, the Internet and in the library, writing assignments, academic integrity, and draft preparation of written assignments .

You will also give your oral presentations during scheduled periods as indicated in the content schedule.

Class Contact Summary

Attendance

Your attendance in class will be marked a minimum of two times during a four-hour class. To receive full attendance, you must be present in the classroom whenever this occurs, and for the entire class. You are encouraged to attend and participate in all classes throughout the semester.

Participation in Class

You are expected to read the relevant chapter/s and complete all work stated in the content schedule before the required class. This weekly preparation both in-class and independently will help in preparing you for the required Examination. Weekly preparation will also help you to keep up-to-date with information required to develop the Team Marketing Project. Peer study groups can be useful in assisting with your weekly preparation.

You are expected to meet with your Team Marketing Project team members each week, both in and out of class, and complete Team Meeting Diaries from each meeting, so you can give progress updates to your tutor.

Consultant Times

Attendance during consultation times is strictly 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 ‘MyStudy’ site on the student portal and you are advised to print these out and bring them 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.

Program Progression

You are reminded that satisfactory Program Progression requires that class attendance to be maintained at 80% or greater, and that your combined GPA is maintained at 3.5 or higher [please see Griffith College Policy Library - Program Progression Policy - for more information].

Content Schedule

The following content schedule will allow you to remain up-to-date with your chapter readings each week, as well as guide you in your assignment progress. Please note that some tutorial and workshop activities may be altered to suit individual class learning needs.

Weekly Teaching Schedule

| Week | Topic | Activity | Readings |
|-------------|--|-----------------|--|
| 1 | An Overview of Marketing; Planning and Marketing Plans | Lecture | Chapters 1 & 2 |
| | overview/assessment/navigating ‘MyStudy’ (portal) | Tutorial | Icebreaker/expectations |
| 2 | Marketing Environment and Ethics | Lecture | Chapter 3 |
| | Quiz questions from week 1 lecture | Tutorial | Chapters 1 & 2 |
| | The Project | Workshop | Class / Group research – Begin Class based situation analysis – SWOT & PESTLE Analysis (Research: Internal, Micro & Macro Environments) |
| 3 | Segmentation, Targeting & Positioning | Lecture | Chapter 6 |

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| | Quiz questions from week 2 lecture | Tutorial | Chapter 3 |
| | The Project | Workshop | Group Formation – Finalise Class based situation analysis |
| 4 | Product Concepts & Services | Lecture | Chapters 8 & 10 |
| | Quiz Questions from week 3 lecture | Tutorial | Chapter 6 |
| | The Project | Workshop | Group project activity: Appendix A: Segmentation & Target Market Appendix B: Positioning Statement & SMART Goal |
| 5 | Product Development & Management | Lecture | Chapter 9 |
| | Quiz Questions from week 4 lecture | Tutorial | Chapter 8 & 10 |
| | The Project | Workshop | Group project activity: Appendix C: Total Product Layer (Concept) Appendix D: Branding & Product Packaging Design |
| 6 | Marketing Channels and Distribution Decisions | Lecture | Chapter 11 |
| | Quiz Questions from week 5 lecture | Tutorial | Chapter 9 |
| | The Project | Workshop | Group Presentations – Part 1 Group project activity: Appendix E: Product Life Cycle Considerations Appendix F: NPD Process Stage Considerations |
| 7 | Integrated Marketing Communications (IMC) & The Promotion Mix | Lecture | Chapter 12 & 13 |
| | Quiz Questions from week 6 lecture | Tutorial | Chapter 11 |
| | The Project | Workshop | Group project activity: Appendix G: Design Channel Structure Appendix H: Benefits of Retailing (in channel structure) |

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| 8 | Pricing | Lecture | Chapter 14 |
| | Quiz Questions from week 7 lecture | Tutorial | Chapter 12 & 13 |
| | The Project | Workshop | Group project activity: Appendix I: Promotional Example (using/linking IMC) |
| 9 | Consumer Decision Making | Lecture | Chapter 4 |
| | Quiz Questions from week 8 lecture | Tutorial | Chapter 14 |
| | The Project | Workshop | Group project activity: Appendix J: Stages of Pricing (detailing group's strategy Appendix K: Researched Competitors Pricing (referenced) Group project Finalise: Formatting, Turn It In submission, Group Cover Sheet |
| 10 | Marketing Research | Lecture | Chapter 7 |
| | Quiz Questions from week 9 lecture | Tutorial | Chapter 4 |
| | The project report submissions | Workshop | Group presentations (Part 2) Group project report (Part 3) |
| 11 | Business-to-Business Marketing | Lecture | Chapter 5 |
| | Quiz Questions from week 10 lecture | Tutorial | Chapter 7 |
| | | Workshop | Exam revision commences |
| 12 | Revision and Exam Preparation | Lecture | Guided review of semester lectures |
| | | Tutorial | Bring lecture notes, textbook & study guide |
| 13 | FINAL EXAM | | |

Assessment

This section sets out the assessment requirements for this course.

Summary of Assessment

| Item | Assessment Task | Weighting | Relevant Learning Outcomes | Due Date |
|------|-----------------|-----------|----------------------------|----------|
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| 1 | Weekly On-line Homework Quizzes | 25% | 1,2,4 | Weeks 2-11 |
| 2 | Team Project - Part 1 | 10% | 1 & 3 | wk 6 |
| 3 | Team Project - Part 2 | 10% | 1,2,3, | wk 10 |
| 4 | Team Project - Part 3 | 15% | 1,2,3,4, | wk 10 |
| 5 | Final Examination | 40% | 1,2,4 | Exam Period |

Assessment Details

Relevant objectives are indicated in brackets.

There will be only one examination during the course. The final examination is designed to test your knowledge and understanding of marketing and your ability to analyse and apply theory. The exam also provide opportunities to demonstrate your increasing integration and application of the knowledge and understanding you will be building throughout the course.

The **Weekly Online Homework Quizzes** are intended to assess understanding of marketing concepts covered throughout the semester, and contribute to a scaffolded approach to student learning throughout the semester period. This will consist of 10 equally weighted weeks of assessable online quizzes, to be completed on a weeklybasis throughout the semester.

The **Final Examination** (Exam Period - 2 hours length) is intended to assess understanding and knowledge of the broad range of marketing concepts and the ability to integrate material covered in the course (1,2,3 & 5). Further information regarding the final exam will be provided during in the lecture/tutorial in Week 12 and 13.

The **Team Project** (campaign) is intended to develop communication and research skills, to integrate all the material in the course, to develop skills in working within a team and to demonstrate the ability to prepare a marketing project (objectives 1,2,3,4,5,6 & 7).

Part 1 of the project will be a presentation identifying the different markets the company can serve best, and most profitably, and will be undertaken in WEEK 6. Groups will discuss the different ways to segment the market and profile the resulting market segments. A clear, distinctive and desirable positioning statement relative to competing products is expected. WEEK 10 will see student groups presenting customer-driven marketing strategy that creates value for one identified specific target market.

In **Part 2**, the tactical action steps will turn planned strategy into reality. Students will be expected to take a practical approach to the delivery of a 'pitch' to the audience detailing

practical implementation of the four Ps of the marketing mix in WEEK 10. (Product, Place, Promotion, Price).

Part 3 The academic report is required for submission via 'Turn It In' in WEEK 10. This should include all the written details of the marketing mix, along with the required Appendices that groups will have worked on throughout the semester in the workshops.

Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

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.

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days after 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 | Yes |
| Oral Communication | Yes | Yes | Yes |
| Information Literacy | Yes | Yes | Yes |
| Secondary Research | Yes | Yes | Yes |
| Critical and Innovative Thinking | Yes | Yes | Yes |
| Academic Integrity | Yes | Yes | Yes |
| Self Directed Learning | | Yes | |
| Team Work | Yes | Yes | Yes |
| Cultural Intelligence | | Yes | |
| English Language Proficiency | | Yes | Yes |

Additional Course Generic Skills

Additional Course Information

Your tutor is available each week to help you with your team marketing project. Assistance will be given in class or during consultation time. Consultation time is time for you each week to get help from your tutor outside of class time. You can come individually or with your team.

Teacher and Course Evaluation

Feedback from previous students undertaking this course has included their enjoyment of their tutorials. Students value the opportunity to receive feedback from verbally reporting to the tutorial class on the progress of their group report. An area noted for improvement was the acquisition of marketing language, particularly the marketing discipline's terms and concepts. With the assistance of English language colleagues, progressive classroom and online activities are being developed to provide students the opportunity to learn discipline concepts at their own speed.

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 via Griffith College's online evaluation tool 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.

In the case of any allegation of academic misconduct made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

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 this course.

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