



Course Code:	FND109
Course Name:	Marketing
Semester:	Semester 1, 2017
Program:	Foundation Program
Credit Points:	10
Course Coordinator:	Chris McGowan
Document modified:	8 <sup>th</sup> February 2017

### Teaching Team

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

Name	Email
Chris McGowan	<a href="mailto:chris.mcgowan@staff.griffithcollege.edu.au">chris.mcgowan@staff.griffithcollege.edu.au</a>
Inez Chai	<a href="mailto:inez.chai@staff.griffithcollege.edu.au">inez.chai@staff.griffithcollege.edu.au</a>

---

### 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 basic principles of marketing and the environments in which marketing takes place;
2. Identify the sources of information available to marketers and the role this information plays in the planning and development of marketing strategy ;
3. Examine the processes of market segmentation, targeting and positioning and the analyse the behaviour of private and business consumers;
4. Demonstrate an understanding of the role and nature of product, pricing, promotion and

place (distribution);

5. Communicate using a variety of mediums and in the appropriate language of marketers;
  6. Demonstrate the ability to work productively in a team on a group presentation.
- 

## Texts and Supporting Materials

### **The recommended text is:**

Rix, P., 2010, Marketing: A Practical Approach, 7th ed, McGraw Hill Australia.  
ISBN10: 0070287007 - ISBN13: 9780070287006

### **Other useful resources include:**

Elliott, G, Rundle-Thiele, S, Waller, D, 2015, Marketing, 3rd ed, Wiley, Australia.  
ISBN 978-1-118-38900-3

Solomon, S., 2013, Marketing: Real People, real choices 3rd ed. Pearson Australia,  
ISBN 9781542561526

Armstrong, G., Adam, S., Denize, S., Kotler, P Principles of Marketing 5th ed, Pearson,  
Australia. ISBN 9781542531109

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

It is recommended that students also regularly read such publications as Professional Marketing, AdNews, B&T Magazine, Retail Weekly, BRW Magazine, newspapers such as the Sydney Morning Herald, Australian Financial Review, The Land, and the Melbourne Age.

---

## 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.

### **Contact hours**

The expected contact hours per week for this course comprises of:

Formal classes: 4hrs

Formal Homework: 4hrs

Online Learning: 1hr

Supervised Consultation: 1hr

Total: 10hrs

#### *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.

### **Consultation Time:**

Consultation time is offered on a weekly basis in order to support student learning. Please refer to the student portal or your teacher for details.

### **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 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:**

Throughout this course you will be encouraged to take personal responsibility for managing your own learning and your own time. In addition to the 4 hours spent in class time for this course you are expected to undertake independent study outside of class time. This independent learning will involve reading and preparing for classes and completing assignments and other assessment tasks. There will be the opportunity to use online resources via the Griffith College portal in order to enhance your learning.

**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].

---

**Content Schedule**

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

*Weekly Teaching Schedule*

<b>Week</b>	<b>Topic</b>	<b>Activity</b>	<b>Readings</b>
1	Introduction to basic principles of Marketing	Lecture	Chapter 1 - Rix
	Tutorial Activity	Class	Ice breakers
2	The Marketing Environment	Lecture	Chapter 2 - Rix
3	Market Research - gathering Marketing information	Lecture	Chapter 3 - Rix
	Weekly workbook A questions	Class / Homework	Covers Chapters 1 & 2

	Online MCQ Quiz - 30 minutes (Ch. 1&2)	Laboratory	Online Test
	Tutorial Activity	Class	In-class research interviews
4	Market Segmentation, Targeting and Positioning	Lecture	Chapter 4 - Rix
	Online MCQ Quiz - 30 minutes (Ch. 3)	Laboratory	Online Test
	Tutorial Activity – Wk. 4 Group Contract Due	Class / Group	Assessment - Group / Team Contract
	Tutorial Activity	Class	GROUP Exercise - Segment the Market & Positioning Map
	Weekly workbook B questions	Class / Homework	Covers Chapter 3
5	Understanding the Business Market	Lecture	Chapter 6 - Rix
	Understanding the Consumer Market	Lecture	Chapter 5 - Rix
	Online MCQ Quiz - 30 minutes (Ch. 4)	Laboratory	Online Test
	Weekly workbook A questions	Class / Homework	Covers Chapter 4
	Tutorial Activity	Class	T.B.C.
6	Product Planning and Development	Lecture	Chapter 7 - Rix
	Tutorial Activity	Class	T.B.C.
	Online MCQ Quiz - 30 minutes (Ch. 5&6)	Laboratory	Online Test
	Weekly workbook B questions	Class / Homework	Covers Chapters 5&6
7	Product Management Strategies	Lecture	Chapter 8 - Rix
	Tutorial Activity	Class	Group Assessment - Design label for YOUR GROUP Product
	Online MCQ Quiz - 30 minutes (Ch. 7)	Laboratory	Online Test
	Tutorial Activity – Wk. 7 Group Workbook Due	Class / Group	Assessment - Group Workbook

	Weekly workbook A questions	Class / Homework	Covers Chapter 7
8	Distribution	Lecture	Chapter 11 - Rix
	Tutorial Activity	Class	T.B.C.
	Online MCQ Quiz - 30 minutes (Ch. 8)	Laboratory	Online Test
	Weekly workbook B questions	Class / Homework	Covers Chapter 8
9	Promotional Program	Lecture	Chapter 12 - Rix
	Tutorial Activity	Class	GROUP Exercise - Design an advertisement for your product
	Online MCQ Quiz - 30 minutes (Ch. 11)	Laboratory	Online Test
	Weekly workbook A questions	Class / Homework	Covers Chapter 11
10	Pricing Strategies	Lecture	Chapter 10 - Rix
	Tutorial Activity	Class	T.B.C.
	Online MCQ Quiz - 30 minutes (Ch. 12)	Laboratory	Online Test
	Weekly workbook B questions	Class / Homework	Covers Chapter 12
11	Ethics in Marketing	Lecture	Chapter 15 - Rix 5e (On the Portal - handout) and various 7e
	Services Marketing	Lecture	Chapters 9 - Rix
	Tutorial Activity	Class	T.B.C.
	Workbook A Submission	Class / Homework	Assessment - Workbook due
	Online MCQ Quiz - 30 minutes (Ch. 10)	Laboratory	Online Test
	Written Group Project Submission	Class / Group	Written Assessment Due in TURN IT IN (by end of class)
12	Group Project Video / Presentation	Class / Group	Assessment Presentations
	Workbook B Submission	Class / Homework	Assessment - Workbook due
	Online MCQ Quiz - 30 minutes (Ch. 9)	Laboratory	Online Test

	Exam Concepts Revision	Class / Exam	Revision

---

## 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 (x10)	20%	1-4	Weeks 3-12
2	Individual Workbook A	10%	1-4	3, 5, 7, 9 & 11
3	Individual Workbook B	10%	1-4	4, 6, 8, 10 & 12
4	Group Assessment (Part 1, 2 & 3)	35%	1-6	Weeks 4, 7, 11 & 12
5	Final Examination	25%	1-4	Final Exam Block

### *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.



**Online Multiple Choice Test 20%**

Students will be required to submit an online test in 10 (ten) designated classes throughout the semester. The online tests will be conducted in class under supervised and time conditions in weeks 3- 12. Each test will cover the content from the previous weeks' chapter(s) covered. Each test comprises of 10 multiple choice questions which will cover theoretical knowledge, problem solving skills and interpretation and practical application of marketing theory and principles. Students will only have 1 opportunity to submit each test, with the results being combined and made available via the Portal. Students will have a maximum of 30 minutes to complete each test, and all tests will be individual and open book. This assessment item contributes to the achievement of learning outcomes 1-4.

**Workbook A (Weeks 3, 5, 7, 9 & 11) & Workbook B (Weeks 4, 6, 8, 10 & 12) 20%**

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 learning outcomes 1-4.

**Combined Group Assessment - Project / Video [plus supporting documents] (Weeks 4, 7, 11 & 12) 35%**

Students will be allocated into groups and in weeks 4, 7, 11 & 12 of the semester, each group 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'. Students will be asked to produce a group piece of writing that reflects the marketing theory covered during the course and its application in a business scenario. Further, students will prepare an Oral Presentation. The presentation is to be **a minimum of 5 minutes and a maximum 10 minutes**. Students are to work on this assessment in their own time and the completed assessment will be presented to the class in week 12. It is recommended that students utilize presentation media such as PowerPoint. Students must cite at least 3 academic sources in addition to the text using APA Referencing format. The class may be asked to complete a peer review on each student's group presentation. The topic will be to demonstrate a practical understanding and application of the 4 P's (Marketing Mix) of Marketing and will focus on Chapters 7-12.

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.

**Detailed instructions and a Marking Guide will be provided during the semester on the Griffith College PORTAL.**

**The final examination 25%**

The examination will review all topics covered during the sessions 1 to 12. The final

examination will be held during the examination period at semester end. The final examination is structured with a number of short answer questions and another question which raises other issues requiring more thought.

Example questions of the kind to be encountered in the final examination will be provided to aid the revision process. These will be representative both of the content of the current offering and of the style of question in the final examination paper. Where appropriate, these may be taken from the final examination paper for a previous offering of the unit. Possible correct answers to these kinds of questions will be discussed, and guidance on how to answer questions of the style given will be provided. Final exams will be set by teaching staff with a collaborative approach that includes peer review and approval by the appropriate Discipline Program Convenor. Before the Final Exam is marked, teachers will conduct sample marking to ensure that the criteria and standards are correctly and consistently applied.

#### *Submission and Return of Assessment Items*

Students must submit an electronic copy of the assignment via 'Turn It In' on or before the due date, when requested to do so by the relevant teaching staff.

Assessments that are to be submitted as hard copy submissions need to be handed to the relevant teaching staff at the designated lesson, in the week that the assessment is due. Assessments should not be handed to reception. Each hardcopy assessment to be submitted must have attached an Assignment Cover Sheet

Only late submissions can be handed in to reception. Late submissions will attract a penalty as described in the Assessment policy. Students must keep a backup soft copy of the assessment.

Include usual Instructions in relation to 'Turn It In' submissions

PLEASE NOTE: Assignments are required to be submitted to 'Turn It In' . Failure to obtain and attach a satisfactory Originality Report and receipt will mean that the assignment will not be marked and a score of Zero will be recorded for the assignment. Detailed instructions and a Marking Guide will be provided during the semester.

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.

### Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website 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 Information

### **Learning Support**

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.

Griffith College is committed to providing additional academic assistance to students to maximise their opportunity to successfully complete units of study. Learning Advisors conduct regular workshops in skill areas essential to studies. These include: time management, goal setting, essay preparation, examination techniques, academic writing skills and maths. Further information on programs available can be accessed on the Griffith College "Support" tab on the Portal (<http://studentsupport.griffithcollege.qld.edu.au/>) or by asking the Griffith College staff on reception.

### **Teacher and Course Evaluations**

Student feedback is respected and valued by teachers and the College. Students are encouraged to provide their thoughts on the course and teaching, both positive and critical, directly to their teacher or by completing course and teacher evaluations.

### **Internal moderation and benchmarking processes**

All assessment will be set by teaching staff with a collaborative approach that includes peer review and approval by the appropriate Program Convenor. Significant pieces of assessment in the course are internally moderated in a collaborative manner by relevant teaching staff to ensure that the criteria and standards are correctly and consistently applied. Before Final Exams are marked, teachers conduct sample marking to ensure that the criteria and standards are correctly and consistently applied. In addition, benchmarking of the final exam in each course is undertaken by an external person (usually a lecturer in a similar Diploma level course). The benchmarking report provided by the external lecturer informs continuous improvement practices for the subsequent semester.

### **Specialist Facilities**

Facilities and Resources / Specific Resources required

- Indicate any specific facilities and resources required for delivery of this subject: Nil
  - Indicate any specific learning resources required for this subject: Learning resources include: recommended textbook, Portal materials, Workbook
  - Indicate any specific IT or electronic learning resources required for this subject: Computer, projector.
-

## 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.

Copyright © - Griffith College

Note: For all Diploma level programs, Griffith College acknowledges content derived from Griffith University.