



Course Code:	1003MKT
Course Name:	Introduction to Marketing
Trimester:	Trimester 1, 2019
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:	20 February 2019

### Teaching Team

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

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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.

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## Prerequisites

There are no prerequisites for this course

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## 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).

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## 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.

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## 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.

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## 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 strategies for identified market segments
  3. Generate detailed and persuasive written proposals to effectively communicate analysis and solutions
  4. Demonstrate 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 (2018) MKTG4: 4th 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](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](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 Marketing Activity Portfolio, including time management, researching on databases, the Internet and in the library, writing assignments, academic integrity, and draft preparation of written assignments .

### *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 trimester.

## **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 marketing strategies. In-class assessments such as quizzes and individual activities will assist with maintaining academic integrity.

## **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].

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## 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 and the role of Ethics	Lecture	Chapters 1 & 3 (pages 27-32)
	overview/assessment/navigating the Portal	Tutorial	Icebreaker/expectations
2	Marketing Environment	Lecture	prescribed reading provided
		Workshop	Student Activity
3	Segmenting and Targeting Markets	Lecture	Chapters 6
		Tutorial	Researching the Marketing Environment
		Workshop	Researching the Marketing Environment
4	Product Concepts & Characteristics of Services	Lecture	Chapter 8 & 10 (pages 151 – 152)
		Tutorial	Chapter 6
		Workshop	Student activity
5	Developing & Managing Products	Lecture	Chapter 9
		Tutorial	Chapter 8

		Workshop	Student Activity
6	Marketing Channels & Distribution Decisions	Lecture	Chapter 11
		Tutorial	Chapter 9
		Workshop	Student Activity
7	Promotion (Integrated Marketing Communication)	Lecture	Chapter 12
		Tutorial	Chapter 11
		Workshop	Student Activity
8	Promotion (Mix)	Lecture	Chapter 13
		Tutorial	Chapter 12
		Workshop	Student Activity
9	Pricing	Lecture	Chapter 14
		Tutorial	Chapter 13
		Workshop	Student Activity
10	Consumer Decision Making	Lecture	Chapter 4
		Tutorial	Student Activity
11	Market Research	Lecture	Chapter 7
		Workshop	Student Activity
12	Revision and Exam Preparation	Lecture	Guided review of trimester lectures
		Tutorial	Bring lecture notes, textbook & study guide
Exam Period	FINAL EXAM		

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## Assessment

This section sets out the assessment requirements for this course.

### *Summary of Assessment*

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	In-Class Online Quizzes	15%	1,2,4	Weeks 4,7,10
2	Mid-Semester Exam	20%	1	Week 6
3	Marketing Activity Portfolio	25%	1,2,3,	Weeks 2-11
4	Final Examination	40%	1,2,4	Exam Period

### *Assessment Details*

Relevant objectives are indicated in brackets.

There will be two examinations during the course. These are designed to test your knowledge and understanding of marketing and your ability to analyse and apply theory. The exams also provide opportunities to demonstrate your increasing integration and application of the knowledge and understanding you will be building throughout the course.

The **Mid Semester Examination** (Week 6) is intended to assess understanding of marketing concepts covered in the first half of the course, which will include Lectures 1-4 (objectives 1,2,3 & 5). Further information regarding the mid-semester exam will be provided during the lecture/tutorial in Week 4.

The **In-Class Online Quizzes** are intended to assess comprehension and understanding of marketing concepts covered throughout the trimester, and contribute to a scaffolded approach to student learning throughout the trimester period.

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 .

The **Marketing Activity Portfolio** is a purposeful collection of individual student work. The Portfolio is a collection of selected and organised activities to demonstrate highly relevant research, critical analysis and creative communication skills in order to justify decisions, actions and recommended solutions in response to marketing problems.

#### *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.

#### *Assessment Feedback*

Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).

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## 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			
Cultural Intelligence		Yes	
English Language Proficiency		Yes	Yes

*Additional Course Generic Skills*

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## 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.

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## 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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