



1. General Course Information

1.1 Course Details

Course Code:	FND109
Course Name:	Marketing
Trimester:	Trimester 3, 2019
Program:	Foundation Program
Credit Points:	10
Course Coordinator:	Chris McGowan
Document modified:	14 October 2019

Course Description

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

Assumed Knowledge

There is no assumed prior knowledge for students in this course.

1.2 Teaching Team

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

Name	Email
Chris McGowan	chris.mcgowan@staff.griffithcollege.edu.au
Inez Chai	inez.chai@staff.griffithcollege.edu.au

1.3 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 "Support and Services/Teacher Consultation Times" link.

1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

2. Aims, Outcomes & Generic Skills

2.1 Course 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.

2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. **Illustrate** an understanding of the basic principles of marketing and the environments in which marketing takes place.
2. **Describe** the sources of information available to marketers and the role this information plays in the planning and development of marketing strategy.
3. **Identify** 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. **Evaluate** existing marketing activities and **propose** possible areas for improvement.

2.3 Generic skills

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy.

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

3. Learning Resources

3.1 Required Resources

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

3.2 Recommended Resources

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

Elliott, G, Rundle-Thiele, S, Waller, D, 2016, 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 (2018)
MKTG4: 4th 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.

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>

3.3 College Support Services and Learning Resources

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

[Digital Library](#) – Databases to which Griffith College students have access to through the Griffith Library Databases.

MyStudy – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including personal support such as Counselling; Academic support; and Welfare support.

Jobs and Employment in the [Student Hub](#) can assist students with career direction, resume and interview preparation, job search tips, and more.

[IT Support](#) provides details of accessing support, information on s numbers and internet access and computer lab rules.

3.4 Other Learning Information

Attendance

You are expected to attend all lectures and tutorials and to actively engage in learning during these sessions. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you may BYOD (bring your own device) to class such as a laptop or tablet. This is not a requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

Preparation and Participation in Class

In order to enhance learning, prepare before lectures and tutorials. Read the relevant section of your text book before a lecture, and for a tutorial read both the textbook and the relevant lecture notes. If you have been given tutorial exercises, make sure you complete them. Active participation in lectures and tutorials will improve your learning. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

Consultation Sessions

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time 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 in MyStudy on the Griffith College Portal and you are advised to either print these out and bring them to each class so that extra notes can be added or BYOD (bring your own device) and add extra notes digitally.

Self-Directed Learning

You will be expected to learn independently. This means you must organise and learn the course content even when you are not specifically asked to do so by your lecturer or tutor. This involves revising the weekly course material. It also means you will need to find additional information for some assessment items beyond that given to you in textbooks and lecture notes, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

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].

Teacher and course Evaluation

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 evaluation tool whenever these are available.

4. Learning and Teaching Activities

4.1 Weekly Learning Activities

Week	Topic	Activity	Readings	Learning Outcomes
1	Introduction to basic principles of Marketing	Lecture	Chapter 1 - Rix	1
	Tutorial Activity	Class	Ice breakers	
2	The Marketing Environment	Lecture	Chapter 2 - Rix	1, 2
		Class		
3	Market Research - Gathering Marketing information	Lecture	Chapter 3 - Rix	1, 2
	Workbook (Individual) questions	Class / Homework	Covers Chapters 1 & 2	
4	Market Segmentation, Targeting and Positioning	Lecture	Chapter 4 – Rix	1, 2, 3
	Online MCQ Quiz – 40 minutes (Ch. 1, 2 & 3)	Lab / MCQ	In-Class Online Quiz 1	
	Workbook (GROUP)	Class / Homework	Covers Chapters 1, 2 & 3	
5	Product Planning and Development	Lecture	Chapter 7 – Rix	1, 2, 3, 4, 5
	Workbook (Individual) questions	Class / Homework	Covers Chapters 3 & 4	
6	Product Management Strategies	Lecture	Chapter 8 - Rix	1, 3, 4, 5
	Workbook (GROUP)	Class / Homework	Covers Chapter 4	
7	Distribution	Lecture	Chapter 11 - Rix	1, 3, 4, 5
	Online MCQ Quiz - 40 minutes (Ch. 4, 7 & 8)	Lab / MCQ	In-Class Online Quiz 2	
	Workbook (Individual) questions	Class / Homework	Covers Chapters 7 & 8	
8	Promotional Program	Lecture	Chapter 12 - Rix	1, 3, 4, 5
	Workbook (GROUP)	Class / Homework	Covers Chapters 7, 8 & 11	
9	Pricing Strategies	Lecture	Chapter 10 - Rix	1, 3, 4, 5
	Workbook (Individual) questions	Class / Homework	Covers Chapters 11 & 12	
10	Understanding the Business Market	Lecture	Chapter 6 - Rix	1, 2, 3, 4
	Understanding the Consumer Market	Lecture	Chapter 5 - Rix	
	Workbook (GROUP)	Class / Homework	Covers Chapters 12 & 10	
	Online MCQ Quiz - 40 minutes (Ch. 11, 12 & 10)	Lab / MCQ	In-Class Online Quiz 3	

11	Ethics in Marketing	Lecture	Chapter 15 - Rix 5e (On the Portal - handout) and various 7e	1, 2, 3, 4, 5
	Services Marketing	Lecture	Chapters 9 - Rix	
	Workbook (Individual) Submission	Class / Homework	Assessment - Workbook Due	
12	Group Assessment 'Elevator Pitch'	Class / Group	Assessment Due in class Week 12	1, 2, 3, 4, 5
	Group Assessment Video Presentation	Class / Group	Assessment Video Presentations	
	Workbook (GROUP) Submission	Class / Homework	Assessment - Workbook Due	
	Online MCQ Quiz - 40 minutes (Ch. 5, 6 & 9)	Lab / MCQ	In-Class Online Quiz 4	
	Exam Concepts Revision	Class / Exam	Revision	

5. Assessment Plan

5.1 Assessment Summary

Item	Assessment Task	Weighting	Learning Outcomes	Due Date
1	Individual Online In-Class Quizzes (x4)	20%	1-4	Weeks 4, 7, 10 & 12
2	Workbook (Individual)	10%	1-4	3, 5, 7, 9 & 11
3	Workbook (GROUP)	25%	1-5	4, 6, 8, 10 & 12
4	Group Assessment	20%	1-5	Week 12
5	Final Examination	25%	1-5	Final Exam Block

5.2 Assessment Detail

In-Class Online Multiple-Choice Quiz – 20%

Students will be required to submit an online quiz in 4 (four) designated classes throughout the trimester. The online quizzes will be conducted in class under supervised and time conditions in weeks 4, 7, 10 & 12. Each quiz will cover the content from the previous weeks' chapter(s) covered. Each quiz 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 quiz, with the results being made available via the Portal. Students will have a maximum of 40 minutes to complete each quiz, and all quizzes will be individual and open book. This assessment item contributes to the achievement of learning outcomes 1-4.

Workbook (Individual) (Weeks 3, 5, 7, 9 & 11) – 10% & Workbook (GROUP) (Weeks 4, 6, 8, 10 & 12) – 25%

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 - Individual one week, GROUP the next) before the end of class each week for assessment. Workbook (Individual) will begin submissions in week 3 of the trimester. This assessment item contributes to the achievement of learning outcomes 1-5.

Combined Group Assessment - Project / Video (Week 12) – 20%

Students will be allocated into groups by week 3, and in weeks 4, 6, 8, 10 & 12 of the trimester, each group will be asked to submit / present various assessments. These submissions will include a workbook, a persuasive 'Elevator pitch' and a supporting promotional video. The concise, appealing and creative 'Elevator Pitch' presentation, is to be **no more than 5-7** minutes in duration. 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, but this not mandatory. The class may be asked to complete a peer review on each student's group presentation.

Each group will be trying to gain 'market share' for their product, with a **short 1-2-minute video** advertisement focusing 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 all relevant marketing mix elements with their strategy and presentation in week 12. These assessment items contribute to the achievement of learning outcomes 1-5.

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

The final examination – 25%

The examination will review all topics covered during the sessions 1 to 11. The final examination will be held during the examination period at trimester end. The final examination is structured with several multiple choice and short answer questions.

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 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. This assessment item contributes to the achievement of learning outcomes 1-5.

5.3 Late Submission

An assessment item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Assessment items submitted more than five working days after the due date are awarded zero marks.

Please refer to the Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

5.4 Other Assessment Information

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.

Requests for extension

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 Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Return of Assessment Items

1. 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).
2. Students will be advised of their final grade through the Student Portal. Students can review their exam papers after student grades have been published (see relevant Griffith College Fact Sheet for allocated times at Support> Factsheets). Review of exam papers will not be permitted after the final date to enrol.
3. Marks for **all** assessment items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

The sum of your marks overall assessment items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.

6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

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 an allegation of a breach of academic integrity being 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 Griffith College website - Policy Library > Academic Integrity Policy

Reasonable Adjustments for Assessment – The Disability Services policy

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

Risk Assessment Statement

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

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