



1. General Course Information

1.1 Course Details

Course Code:	1003MKT
Course Name:	Introduction to Marketing
Trimester:	Trimester 3, 2019
Program:	Associate Degree in Commerce & Business
	Diploma of Commerce
	Diploma of Hotel Management
	Diploma of Arts & Communication
Credit Points:	10
Course Coordinator:	Chris McGowan
Document modified:	6 February 2020

Course Description

Introduction to Marketing is a 10 Credit Point course within the Diploma of Commerce, the Diploma of Hotel Management and the Diploma of Arts and Communication. 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).

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
Gerard Roache	gerard.roache@griffithcollege.edu.au
Chris McGowan	chris.mcgowan@staff.griffithcollege.edu.au
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Inez Chai	inez.chai@staff.griffithcollege.edu.au
Debbie Cotterell	debbie.cotterell@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

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.

2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. **Analyse** academic and industry data to evaluate business or brand marketing problems
2. **Construct** 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. **Explain** the importance of ethical and sustainable business practice and the necessity of corporate social responsibility

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
Knowledge and skills with critical judgement	✓	✓	✓
Communication and collaboration skills	✓	✓	✓
Self-directed and active learning skills	✓	✓	✓
Creative and future thinking skills	✓	✓	✓
Social responsibility and ethical awareness	✓	✓	
Cultural competence and awareness in a culturally diverse environment		✓	

3. Learning Resources

3.1 Required Resources

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.

3.2 Recommended Resources

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>

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	An Overview of Marketing and the role of Ethics	Lecture	<i>Chapters 1 & 3 (pages 27-32)</i>	1,4
		Tutorial	<i>Icebreakers</i>	
		Workshop	<i>Portal overview</i>	
2	Marketing Environment	Lecture	<i>Elliott et al. Chapter 2 (on Portal)</i>	1,2,3
		Tutorial	<i>Activity 1</i>	
		Workshop	<i>Activity 1</i>	
3	Segmenting and Targeting Markets	Lecture	<i>Chapters 6</i>	1,2,3
		Tutorial	<i>Activity 1</i>	
		Workshop	<i>Activity 1 DUE</i>	
4	Product Concepts & Characteristics of Services	Lecture	<i>Chapter 8 & 10 (pages 151-152)</i>	1,2,3
		Tutorial	<i>Wk.4 In-class Quiz</i>	
		Workshop	<i>Activity 2</i>	
5	Developing & Managing Products	Lecture	<i>Chapter 9</i>	1,2,3
		Tutorial	<i>Activity 2</i>	
		Workshop	<i>Activity 2 DUE</i>	
6	Marketing Channels & Distribution Decisions	Lecture	<i>Chapter 11</i>	1,2,3,4
		Tutorial	<i>Activity 3</i>	
		Workshop	<i>Activity 3</i>	
7	Promotion (Integrated Marketing Communication)	Lecture	<i>Chapter 12</i>	1,2,3
		Tutorial	<i>Wk.7 In-class Quiz</i>	
		Workshop	<i>Activity 3</i>	
8	Promotion (Mix)	Lecture	<i>Chapter 13</i>	1,2,3
		Tutorial	<i>Activity 3</i>	
		Workshop	<i>Activity 3 DUE</i>	
9	Pricing	Lecture	<i>Chapter 14</i>	1,2,3
		Tutorial	<i>Activity 4</i>	
		Workshop	<i>Activity 4</i>	
10	Consumer Decision Making	Lecture	<i>Chapter 4</i>	1,2,3
		Tutorial	<i>Wk.10 In-class Quiz</i>	
		Workshop	<i>Activity 4</i>	
11	Market Research	Lecture	<i>Chapter 7</i>	1,2,3
		Tutorial	<i>Activity 4</i>	
		Workshop	<i>Activity 4 DUE</i>	
12	Revision and Exam Preparation	Lecture	<i>Guided review of trimester lectures</i>	1,2,3,4
		Tutorial	<i>Exam Prep</i>	
		Workshop	<i>Exam Prep</i>	

5. Assessment Plan

5.1 Assessment Summary

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

5.2 Assessment Detail

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 students understanding of marketing concepts covered in the first half of the course, which will include Lectures 1-4. 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) is intended to assess understanding and knowledge of the broad range of marketing concepts and the ability to integrate material covered in the course. 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. Students are required to analyse research, construct solutions to marketing scenarios, and generate creative communication in response to marketing problems.

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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