



1. General Course Information

1.1 Course Details

Course Code:	1003MKT
Course Name:	Introduction to Marketing
Trimester:	Trimester 1, 2021
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:	16th September, 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 teacher can be contacted via the email system on the portal.

Name	Email
Chris MCGOWAN	chris.mcgowan@staff.griffithcollege.edu.au
Jingjing XU	jingjing.xu@staff.griffithcollege.edu.au
Jeremy TAN	Jeremy.tan@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 found on the Moodle Course Site.

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. Demonstrate knowledge about the concept of marketing, and analyse academic and industry data to evaluate marketing environments and markets
2. Apply *product* and *distribution (place)* considerations to create original solutions for marketing problems by generating tailored marketing strategies for identified market segments
3. Apply *promotion* and *pricing* considerations to create original solutions for marketing problems by generating tailored marketing strategies for identified market segments
4. Express understanding of factors impacting consumer behaviour and market research as a tool



2.3 Generic Skills and Capabilities

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 and Capabilities		Taught	Practised	Assessed
Acquisition of discipline knowledge and skills with critical judgement		✓	✓	✓
Communication and collaboration		✓	✓	✓
Self-directed and active learning		✓	✓	✓
Creative and future thinking		✓	✓	✓
Social responsibility and ethical awareness		✓	✓	✓
Cultural competence and awareness in a culturally diverse environment		✓	✓	✓



3. Learning Resources

3.1 Required Learning 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 Learning Resources

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

- APA Seventh 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 academic advice and assignment help from Student Learning Advisors, and personal and welfare support from Student Counsellors.
- [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 Information about your Learning

Attendance

You are expected to actively engage in all learning experiences and learning activities which underpin the learning content in this course. You are expected to engage with the learning content and learning activities outside of timetabled class times. This requires you to be an active agent of your learning. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you are encouraged to 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 Learning

In order to enhance your learning, you need to prepare before participating in the learning experiences. Absorb the learning content and complete the learning activities that are provided online before you attend the scheduled learning experiences. Make sure you complete the learning activities set each week, they are designed to support your learning. Active participation in your learning will enhance your success. 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 Learning Materials

Learning materials are made available to you in MyStudy on the Griffith College Portal. The learning materials are arranged in Modules. In each Module you will find the learning content, learning activities and learning experiences. Actively working your way through these course learning materials together with your lecturer or tutor will prepare you to succeed when completing the evidence of learning (assessment).

Self-Directed Learning

You will be expected to learn independently. This means you must organise and engage with the course learning content even when you are not specifically asked to do so by your lecturer or tutor. The weekly guide will be helpful to organise your learning. This involves revising the weekly course learning material and completing the learning activities. It also means you will need to find additional information to evidence your learning (assessment) beyond that given to you, 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 Content, Learning Activities and Learning Experiences

4.1 Modules for Learning and Weekly Learning Content, Learning Activities and Learning Experience





	 Learning Content	 Learning experiences	 Learning activities	 Evidence of learning	 Learning outcome
Module 1: Understanding Marketing, Environments, and Markets					
1	An Overview of Marketing and the role of Ethics Chapters 1 & 3 (pages 27-32)	<i>In class Introductions, Marketing Overview & Ethics Activities, discussions</i>	<i>Portfolio Activities</i>		1
2	Marketing Environment Elliott et al. Chapter 2 (on Portal)	<i>In class Marketing Environments Research Activities, discussions</i>	<i>Portfolio Activities</i>		1
3	Segmenting and Targeting Markets Chapters 6	<i>In class targeting, positioning and SMART goal Activities, discussions</i>	<i>Portfolio Activities</i>	<i>Portfolio Activity 1 Due [10%] Online Quiz 1 Due [5%]</i>	1
Module 2: Product and Distribution Considerations					
4	Product Concepts & Characteristics of Services Chapter 8 & 10 (pages 151-152)	<i>In class Branding, product layers and packing design Activities, discussions</i>	<i>Portfolio Activities</i>		2
5	Developing & Managing Products Chapter 9	<i>In class Product Life Cycle, Diffusion and Development Activities, discussions</i>	<i>Portfolio Activities</i>		2
6	Marketing Channels & Distribution Decisions Chapter 11	<i>In class distribution channel, intensity and design Activities, discussions</i>	<i>Portfolio Activities</i>	<i>Portfolio Activity 2 Due [15%] Online Quiz 2 Due [5%]</i>	2

Module 3: Promotion and Price Considerations					
7	Promotion (Integrated Marketing Communication) Chapter 12	<i>In class Integrated Marketing Communications Activities, discussions</i>	<i>Portfolio Activities</i>		3
8	Promotion (Mix) Chapter 13	<i>In class Promotional Mix Design and benefits Activities, discussions</i>	<i>Portfolio Activities</i>		3
9	Pricing Chapter 14	<i>In class Pricing goals, strategies and tactics Activities, discussions</i>	<i>Portfolio Activities</i>	<i>Portfolio Activity 3 Due [20%] Online Quiz 3 Due [5%]</i>	3
Module 4: Knowing the Consumer and Market Research					
10	Consumer Decision Making Chapter 4	<i>In class Consumer Decision Making Process Activities, discussions</i>	<i>Review Portfolio decision making</i>		4
11	Market Research Chapter 7	<i>In class Market Research Design Activities, discussions</i>	<i>Review a survey</i>	<i>Online Quiz 4 Due [5%]</i>	4
12	Revision and Exam Preparation	<i>Review core concepts and Exam preparation</i>			1,2,3,4

5. Evidence of Learning (Assessment Plan)



5.1 Evidence of Learning Summary

	 Evidence of learning	 Weighting	 Learning outcome	 Due Date
1	Online Quizzes	20%	1,2,3,4	Weeks 3,6,9,11
2	Marketing Portfolio	45%	1,2,3	Weeks 3,6,9
3	Final Examination	35%	1,2,3,4	Exam Period

5.2 Evidence of Learning Task Detail

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

The **Online Quizzes** are intended to assess comprehension and understanding of marketing concepts covered throughout each module and contribute to a scaffolded approach to student learning throughout the trimester period. Online quizzes will only be open on the last day of each module, for a 24-hour period. Students will have only one 20-minute, timed attempt to complete each Quiz. [4 x 5%]

The **Marketing 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 and strategy in response to marketing problems. Each Portfolio Activity will be due at the end of each of the first 3 modules.

Module 1 Activity – Requires students to research and analyse the current marketing environment, and to understand the company and market needs. This understanding will be used in justifying your decisions relating to selecting a suitable target market, position, and S.M.A.R.T. Goal, based on the Scenario provided in week 1, and the segmentation process. [10%]

Module 2 Activity – Builds on the first modules content by following the segmentation process through to development of a product. Students will be required to develop and rationalise a ‘new’ product based on the week 1 scenario. This will include developing a suitable Product (including type, layers, branding, labelling, and packaging), and Distribution (Place) strategies to help achieve the required S.M.A.R.T. Goal and positioning from the first activity. [15%]

Module 3 Activity – This module completes the Marketing Portfolio by completing the Marketing Mix elements of Promotion and Price. Promotional and Pricing goals will need to be created to link with earlier S.M.A.R.T Goal and Positioning requirements. Promotional Mix elements, creative choices and communications will need to be designed whilst linking Pricing strategy and tactics to target market and Scenario needs. [20%]

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 in Week 12. [35%]

5.3 Late Submission

An evidence of learning (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. Evidence of learning 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 Information about Evidence of Learning

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 evidence of learning item, 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 Evidence of Learning Items

1. Marks awarded for in-trimester evidence of learning 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 evidence of learning 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 final exam papers after student grades have been published. Review of final exam papers will not be permitted after the final date to enrol.
3. Marks for **all** evidence of learning 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 of evidence of learning 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 Sitings](#), [Medical Certificates](#), [Academic Integrity](#), [Finalisation of Results](#), [Review of Marks](#), [Moderation of Assessment](#), [Turn-it-in Software Use](#). These policies can be accessed 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 within 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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