



## 1. General Course Information

### 1.1 Course Details

<b>Course Code:</b>	<b>FND109</b>
<b>Course Name:</b>	<b>Introduction to Marketing</b>
<b>Trimester:</b>	<b>Trimester 1, 2021</b>
<b>Program:</b>	Foundation Program
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Chris McGowan
<b>Document modified:</b>	20 January 2021

### Course Description

This course aims to give students an introduction to marketing principles and concepts. This course develops over the trimester, giving students the opportunity to build on their current knowledge of marketing concepts. During this course, students will then use this knowledge to analyse and apply these key marketing concepts to real world scenarios and experiences.

### Assumed Knowledge

### 1.2 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@griffithcollege.edu.au">Inez.chai@griffithcollege.edu.au</a>

## 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. Understand Marketing principles, Environments, and Research.
2. Create a viable target market by using market segmentation theory.
3. Apply the Marketing Mix (4P's) to create original solutions to marketing problems.









## 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:

<b>Generic Skills and Capabilities</b>		<b>Taught</b>	<b>Practised</b>	<b>Assessed</b>
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

Online resources are available on the portal.

### 3.2 Recommended Learning Resources

For extra resources:

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

Other recommended resources:

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: 4<sup>th</sup> 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](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>

### 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 
<b>Module 1: An Overview of Marketing, Environments, and Research</b>					
1	Course Introduction Basic marketing principles	Students unpack basic marketing principles. Online discussions and brainstorming sessions.	Online Activities and Exercises		1
2	Marketing Environment  Internal External Micro External Macro	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Online Activities and Exercises		1
3	Market Research Primary vs Secondary Research strategies	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Students create their own survey	<b>Module 1</b> - Online Individual Quiz (15%)  (Due Friday week 3)	1
<b>Module 2: Understanding Target Markets, Segmentation, Services and Ethics</b>					
4	Segmentation Targeting Positioning	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Online Activities and Exercises		2
5	Understanding Consumer & Business Markets	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Online Activities and Exercises		2
6	Services & Ethics	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Online Activities and Exercises	Module 2 – Online Individual Quiz (15%)  (Due Friday week 6)  Module 2 – Individual Assessment (20%)	2





<b>Module 3: Applying The Marketing Mix (4P's)</b>				
<b>7</b>	<b>Product Planning</b> Product layers Adoption & Diffusion Product life cycle	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Work on the Partner Assessment	<b>3</b>
<b>8</b>	<b>Product Management</b> Strategies Branding Packaging & Labelling	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Work on the Partner Assessment	<b>3</b>
<b>9</b>	<b>Place</b>  Distribution & Intermediaries Distribution channels Intensity & Channel members	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Work on the Partner Assessment	<b>3</b>
<b>10</b>	<b>Promotion</b> Communication Goals Promotional Mix Influencing Factors	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Work on the Partner Assessment	<b>3</b>
<b>11</b>	<b>Price</b> Pricing goals Price Influences Pricing strategies	Key concepts are covered and discussed in class. Links are made to real life situations, and in class Activities will be undertaken.	Work on the Partner Assessment	<b>3</b>
<b>12</b>	<b>Partner Assessment Presentations</b>	Final presentation of Partner Assessment and Final Exam Preparation.		Module 3 – Partner Assessment (20%) <b>3</b>





## 5. Evidence of Learning (Assessment Plan)

### 5.1 Evidence of Learning Summary

	 Evidence of learning	 Weighting	 Learning outcome	 Due Date
1	Online Individual Quizzes	30%	1,2	Week3 & 6
2	Individual Assessment	20%	2	Week 6
3	Partner Assessment	20%	3	Week 12
4	Final Exam	30%	3	Exam Period

### 5.2 Evidence of Learning Task Detail

#### **Online Individual short answer quizzes (30%) (LO1 & LO2)**

Each Individual quiz will be a timed 1 hour, online short answers assessment, to be **completed in weeks 3 & 6** respectively. There will be 3 questions per quiz, with each question being worth 5 marks. The questions will ask students to demonstrate a basic understanding of marketing concepts that have been covered in that module. These questions may allow students to link basic marketing concepts to real-life scenarios. Students will need to define, explain, and give examples to show their knowledge and understanding.

#### **Individual Assessment (20%) (LO2)**

Students will be asked to identify and describe a clear target market in the Australian marketplace, for a product area they have been allocated. To do this, students will need to follow the required market segmentation, targeting and positioning theory. **This is due in week 6.**

#### **Partner Assessment (20%) (LO3)**

Students will be required to partner up with another student to complete this assessment. Each partnership will require you to create a marketing mix for a new product in the Australian marketplace. The marketing mix will be used to help create a short 2-minute promotional video for your new product. **This is due in week 12.**

#### **Final Examination (30%) (LO3)**

The Final Examination will be an Individual assessment that is structured around the concepts covered in Module 3. These concepts include the 4 marketing mix elements of Product, Place (Distribution), Promotion and Price. The exam will consist of mainly Short Answer questions, with some Multiple-choice questions included. Students will need to define, explain, and give examples to show their knowledge and understanding. **This is due in Exam week.**

### 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 tasks

1. Marks awarded for in-trimester evidence of learning tasks, 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 task 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 tasks 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

following policies:

[Assessment Policy](#), [Special Consideration](#), [Deferred Assessment](#), [Alternate Exam Sittings](#), [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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