This unit studies the marketing function; marketing decision making and the marketing mix; forecasting demand; market segmentation and related behavioural issues; marketing strategies; product as a marketing variable; channel strategy; promotion budgeting and allocation, promotion and advertising strategies; pricing decisions; and evaluation and control of marketing management.
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Contact details

| Unit Web Site URL |  
|------------------|---|
| Lecturer |  
| Email: modsol@iinet.net.au |  
| Phone: +61 8 93803980 |  
| Fax:  |  
| Consultation Hours: At block teaching sessions |  
| Lecture Times: Refer to 'Unit Structure', above |  
| Lecture Venue: |  

Your lecturer

Michael Brophy holds a first Class Honours Degree in Commerce and is currently undertaking a Post Graduate Science Degree in Oenology.

He has an extensive background in senior management, marketing and market research. He was Manager - Research and Marketing Science for a large Australian Marketing consultancy. In addition to five years lecturing at the UWA Graduate School in Perth, Singapore, Jakarta, Manila and Shanghai, his academic experience includes lecturing in Consumer Behaviour and Marketing Management at Curtin University, Marketing Strategy at the Curtin Graduate School and Marketing Analysis for the ECU Graduate Programme. He has held General Manager and Managing Director positions in a variety of industries including mining, heavy construction, commercial fishing and hospitality. Past and current research interests centre on consumer behaviour, consumer psychology and the marketing of hallmark events. He has consulted in strategic marketing and market research to a wide range of organisations across areas that include manufacturing, primary industry, mining, professional services, government and education. His current interests, other than his academic research, include the development and marketing of several of his own inventions, and on-going marketing consulting to an Australian Football League team.
UNIT DESCRIPTION

Introduction

Welcome to Marketing Principles. The marketing environment today has evolved into a multi-disciplined practice incorporating aspects of strategic planning, accounting and finance, project management, e-commerce, public relations, advertising, printing and design, IT, human resources, logistics and even statistical analysis. Marketing is an integrated science and not just the art of selling a product.

Marketing is all about learning and reacting quickly in a fun and interactive environment. The style of teaching for this unit will reflect this. The emphasis is very much on applying the theory to relevant and current examples. It is expected that you will read the required chapters prior to each class and arm yourself with likely examples of theoretical concepts applied in the real world. Bring your experiences into class and let’s all share them and apply them to the relevant topics covered. This method will allow us to interact, share and learn in a fun and cooperative environment.

Wherever possible we will use cases and examples. However, the textbook will be used as the main platform for the unit. Additional information will be provided for certain topics.

You will find the journey, as we work through the course, challenging and fun. I look forward to working with you in this unit.

As an introductory unit in marketing, the content has been designed to cover a broad range of topics at an introductory level. We will cover the marketing function; marketing decision making and the marketing mix; forecasting demand; market segmentation and related behavioural issues; marketing strategies; product as a marketing variable; channel strategy; promotion budgeting and allocation, promotion and advertising strategies; pricing decisions; and evaluation and control of marketing management.

The unit description

This unit studies the marketing function; marketing decision making and the marketing mix; forecasting demand; market segmentation and related behavioural issues; marketing strategies; product as a marketing variable; channel strategy; promotion budgeting and allocation, promotion and advertising strategies; pricing decisions; and evaluation and control of marketing management.

The goal of the unit

This unit sets out to provide an enjoyable integration of theory and practice in the area of marketing management. To achieve this goal, you must actively contribute to class discussion.

Learning outcomes

This unit is the foundation for those who wish to pursue either a marketing career, or specialise in marketing in the final stages of the MBA program. In addition, it demonstrates to managers of other disciplines the importance of marketing in the overall organisational context and will provide an appreciation that an understanding of marketing principles can assist with general career advancement and progression.
On completion of this unit, you should be able to:

1. Understand current marketing concepts and theories.
2. Formulate marketing strategies and plans.
3. Integrate business environment analyses into marketing strategies and tactics.
4. Apply marketing concepts to business cases.
5. Understand basic consumer behaviour and the importance of the consumer as the pivotal determinant of marketing strategies.
6. Apply your learning in your day to day management role.

**Prerequisites**

The prerequisites for this unit are: *No Prerequisites*

**Key dates**

- Wednesday 1 February: First exam
- Wednesday 8 March: Major project due
- Saturday 18 March: Second Exam

**TEACHING AND LEARNING RESPONSIBILITIES**

**Teaching and learning strategies**

The teaching of this unit incorporates both formal lectures on the theory of marketing as well as the presentation of illustrative case studies employing PowerPoint presentations, videos and case study handouts. In addition, active participation from students in group exercises, case study analysis and discussions will augment the learning process.

**Charter of student rights**

This Charter of Student Rights upholds the fundamental rights of students who undertake their education at the University of Western Australia.

It recognises that excellence in teaching and learning requires students to be active participants in their educational experience. It upholds the ethos that in addition to the University's role of awarding formal academic qualifications to students, the University must strive to instil in all students independent scholarly learning, critical judgement, academic integrity and ethical sensitivity. The charter outlines the rights and responsibilities for both students and staff of the university and you are encouraged to refer to the charter at:


**Use of student feedback**

The University encourages regular feedback on the content, quality of its courses and modes of teaching. The incorporation of the group marketing plan project is an example of the implementation of student feedback. In a formal sense, feedback is sought at the end of the term through a structured questionnaire which provides the opportunity to contribute to the on-going development of the unit. In addition, the lecturer also welcomes informal comment and suggestions throughout the term.
ASSESSMENT MECHANISM

The purpose of assessment

Assessment of your performance in this unit is tied to the outcomes detailed above. You will be assessed on your understanding of the principles of marketing and their application in a practical sense. Your understanding should reflect a cognisance of the importance of the marketing function and its place in competent management.

Mid-term and end of term exams will test your understanding and ability to apply the marketing theory covered in the course.

A group assignment has been incorporated to assess your ability to apply your knowledge and analytical skills to unfamiliar industries and to manage the coordinated effort required of modern managers. It capitalises on your strategic thinking and understanding of the importance of the target consumer markets in a structured manner.

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work then gives you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

Assessment details

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Due date</th>
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<tbody>
<tr>
<td>Mid-term Exam</td>
<td>20%</td>
<td>1 February</td>
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<tr>
<td>Group Project</td>
<td>40%</td>
<td>8 March</td>
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<tr>
<td>Final Exam</td>
<td>40%</td>
<td>18 March</td>
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<tr>
<td>Component</td>
<td>Weight</td>
<td>Due date</td>
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The standard of assessment

The Graduate School must ensure that the processes of assessment are fair and are designed to maintain the standards of the School and its students. The School follows the University of Western Australia’s grading system:

- **HD (Higher Distinction)**: 80-100%
- **D (Distinction)**: 70-79%
- **CR (Credit Pass)**: 60-69%
- **P (Pass)**: 50-59%
- **N+ (Fail)**: 45-49%
- **N (Fail)**: 0-44%

The School awards marks leading to these grades by using the following general criteria which are presented here as an indication of the School's expectations. These general criteria may be supplemented by specific standards provided with regard to a particular assignment.

**HD** The student has a clear understanding of theory, concepts and issues relating to the subject and is able to adopt a critical perspective. The student is able to clearly identify the most critical aspects of the task and is able to offer a logically consistent and well-articulated analysis within the analytic framework presented in the course. The student is able to draw widely from the academic literature and elsewhere but maintains relevance.

**D** The student has a clear understanding of theory, concepts and issues relating to the subject. The student is able to develop an analysis of an issue using the analytic framework presented in the course and is able to identify and evaluate the critical issues. The student is able to draw upon relevant academic and other material.

**CR** The student demonstrates an understanding of the analytic framework developed in the course and a partial understanding of concepts and issues. The student is able to identify some key issues and is able to present a logical discussion, but with some conceptual errors or gaps between analysis and conclusions shortcoming. The student is able to draw upon an adequate range of references and other materials.

**P** The student generally takes a descriptive rather than analytic approach to the subject. The student is able to demonstrate some understanding of the issues involved but does not demonstrate the ability to apply the analytical framework which had been developed in the course. Draws primarily upon course materials for referencing.

**N+** The student is unable to demonstrate that he or she understands the core elements of the subject matter. The student is able to provide some insight into issues but misapplies analytic framework developed in course, omitting key factors and, for example, drawing conclusions which are not related to the preceding discussion.

**N** The student is unable to demonstrate any understanding of the subject matter. Material presented for assessment is unrelated to course framework and shows no effort to identify or address critical aspects of the topic.

The scaling of marks to ensure comparability between classes in an acceptable academic practice. The GSM and Board of Examiners has the right to scale marks where it is considered necessary to maintain consistency and fairness.
Assessment components

Assessment 1

Mid-term Exam
The mid-term exam will be a combination of multiple choice and short answer questions for which you will have one hour. It will be a guide to how well you have understood the content of the course to this point and your ability to apply that knowledge in a practical sense.

Assessment 2

Group Marketing Plan
You will be provided with a comprehensive briefing on the structure and content of the marketing plan that comprises the group project. The main purpose of this assignment is for you and your team to experience developing a Marketing Plan. It will test your analytical, organisational and strategic (rather than intuitive) skills. This project is to be jointly written with your team members.

You are to select a consumer product or service and a company marketing the product and/or service. Your task is to develop a comprehensive marketing plan for the company. You must use a company that is locally based in Manila or has a major and autonomous local subsidiary or branch in Manila.

You will find the project less complex if you choose an organisation which has a moderate turnover and employs less than 100 personnel.

Marketing plans should be no longer than 30 pages including references and appendices.

Final exam

The final exam will comprise a short multiple choice component followed by five essay questions to be chosen from a selection of eight questions. Emphasis will be on your ability to apply theory and use examples to illustrate both your knowledge and an understanding of the practical application of that knowledge. The exam will be 3 hours and 10 minutes. While emphasis will be on the work covered from the time of the mid-term exam, you will need to draw on the concepts covered throughout the course.

Submission of assignments

Assignments should be submitted in class on the due date; a standard cover sheet should be used and a receipt issued.

Late assignments will attract a penalty of 5% per day. This penalty will be waived by the lecturer only in exceptional circumstances. No marks will be awarded to assignments submitted after other students in the class have had their assignments returned.

Papers of excessive length will also attract a penalty. The penalty will be 5% for each 300 words, or part thereof, over the word limit.

It is the intention that the marked assignments will be returned within two weeks of submission.
ETHICAL SCHOLARSHIP, ACADEMIC LITERACY AND ACADEMIC MISCONDUCT

Ethical scholarship is the pursuit of scholarly enquiry marked by honesty and integrity.

Academic Literacy is the capacity to undertake study and research, and to communicate findings and knowledge, in a manner appropriate to the particular disciplinary conventions and scholarly standards expected at university level.

Academic misconduct is any activity or practice engaged in by a student that breaches explicit guidelines relating to the production of work for assessment, in a manner that compromises or defeats the purpose of that assessment. Students must not engage in academic misconduct. Any such activity undermines an ethos of ethical scholarship. Academic misconduct includes, but is not limited to cheating, or attempting to cheat, through:
• Collusion
• Inappropriate collaboration
• Plagiarism (see more details below)
• Misrepresenting or fabricating data or results or other assessable work
• Inappropriate electronic data sourcing/collection
• Breaching rules specified for the conduct of examinations in a way that may compromise or defeat the purposes of assessment.

Penalties for academic misconduct vary according to seriousness of the case, and may include the requirement to do further work or repeat work; deduction of marks; the award of zero marks for the assessment; failure of one or more units; suspension from a course of study; exclusion from the University, non-conferral of a degree, diploma or other award to which the student would otherwise have been entitled. Refer to the Ethical Scholarship, Academic Literacy and Academic Misconduct and individual Faculty policies. For further information on the rules and procedures in respect of appropriate academic conduct you should visit: http://www.teachingandlearning.uwa.edu.au/tl/academic_conduct

Acknowledgements and plagiarism

In the course of your individual and group work assignments, you will encounter ideas from many sources. These will include journal and newspaper articles, commentaries, books, web sites and other electronic sources, original case sources, lecture materials. All MBA assignments that you submit must acknowledge all the different sources you have used. Not to acknowledge your sources is plagiarism, a form of dishonesty. Plagiarism is the misappropriation of the work or ideas of others and presenting them as your own. This is reprehensible from both an ethical and legal viewpoint. Neither the School nor the University accepts ignorance or the fact that a student’s previous acts of plagiarism had been undetected as a defence.

In order to avoid engaging in plagiarism it is your responsibility to acknowledge all of your sources in any work submitted for assessment and it is essential that you reference the work of others correctly. Where you quote directly from a source, you must ensure that any direct quotations are placed in quotation marks and are fully referenced. Even when you do not quote directly and are just referring to or expanding on the work of others, you must still acknowledge the sources of your information and ideas. Close paraphrasing in which you change a few phrases around, leave a clause out of a long sentence or put the original sentences in a different order is still plagiarism. To mark words as a quotation the entire text that has been copied should be enclosed within quotation marks. If the copied text is four or more lines in length, it may be more appropriate to set it as a separate and indented paragraph. Each time that text is copied, the source must be acknowledged with a reference citation, including the page number.

Advice on proper referencing is given below. If you have any doubts concerning appropriate referencing formats or how to acknowledge the work of others correctly, you should seek the advice of your lecturer.
Referencing

It is important that the referencing of any sources used in your written work is done properly, if only to substantiate the points you are making in your assignment or project. The Harvard style is the preferred and there are some notes for guidance which have been prepared by the library staff: ‘Citing your sources Harvard Style’ http://www.library.uwa.edu.au/guides/citingsources/harvard.html

Endnote is a really good system for building up a database of references. Not everyone will want to invest the time in using this system but you should consider it if you intend to build up resource materials or plan to undertake extensive research in a particular area. The library staff have also developed a tutoring package: ‘A quick Guide to Using EndNote’ which provides the basics for using EndNote with an essay http://www.library.uwa.edu.au/guides/endnote/quick_endnote.pdf

This is linked to from the how to Use End Note page www.library.uwa.edu.au/guides/endnote/ which provides more comprehensive information.

Appeals against academic assessment

In the first instance, students are strongly advised to talk informally to the lecturer about the grade awarded. The University provides the opportunity for students to lodge an appeal against any mark which he or she feels is unfair. Any student making an appeal is under an obligation to establish a prima facie case by providing particular and substantial reasons for the appeal.

There is a 12 day time limit for making any such appeal. An appeal against academic assessment may result, as appropriate, in an increase or decrease in the mark originally awarded. The University regulations relating to appeals and the form on which the appeal should be lodged can be found in the GSM website or at http://www.publishing.uwa.edu.au/handbooks/interfaculty/PFAAAA.html

TEXTBOOKS AND RESOURCES

Recommended/required text(s)

Additional resources and reading material

You are advised to read widely to supplement the material presented in the course and there are a variety of academic texts in the areas of Marketing Management, Marketing Strategy and Consumer Behaviour that will prove illuminating. You should avoid populist and ‘quick fix’ books that serve little purpose other than the enrichment of the authors.

Journals

While there are innumerable journals available, some of the most credible are:
Journal of Marketing
Journal of Marketing Management
Journal of Consumer Behaviour
Harvard Business Review

Software requirements

There are no specific software requirements for this unit but the resources of the Reid Library at the University of Western Australia, and particularly the full text databases such as ABI Inform, should prove useful. Additional web searches using Google Scholar can often provide interesting supplementary material.
## UNIT STRUCTURE

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Commencing</th>
<th>Topic</th>
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| 1    | 5 Jan          | **Content:**  
|      |                | • Introduction to course; Expectations, approach  
|      |                | • Formation of groups  
|      |                | • Details of tests and group project  
|      |                | • Marketing philosophies  
|      |                | • The marketing process  
|      | | **Text:**  
|      |                | Chapters 1-4 (especially 2 and 3) |
| 2    | 6 Jan          | **Content:**  
|      |                | • Describing and researching the marketing environment  
|      |                | • Buyer behaviour  
|      | | **Text:**  
|      |                | Chapters 5, 6, 7 |
| 3    | 7 Jan          | **Content:**  
|      |                | • Buyer behaviour (continued)  
|      |                | • Special topics in consumer behaviour  
|      |                | • Brands and branding strategies  
|      |                | • Local branding – strategies, successes & failures  
|      | | **Text:**  
|      |                | Chapters 7, 8, 14  
|      |                | Special topic (Branding) - Assorted references in text esp. chapter 10 |
| 4    | 18 Jan         | **Content:**  
|      |                | • Segmentation & Positioning  
|      |                | • Forecasting demand  
|      |                | • Selection of Target markets  
|      |                | • Pricing issues  
|      |                | • Pricing strategies  
|      | | **Text:**  
|      |                | Chapters 12, 15, 16, |
| 5    | 1 Feb          | **Content:**  
|      |                | • Logistics  
|      |                | • Distribution Strategies  
|      | | **Text:**  
<p>|      |                | Chapters 17, 18 |</p>
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<tr>
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<th>Date</th>
<th>Content</th>
<th>Text</th>
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<tr>
<td>6</td>
<td>9 Feb</td>
<td><strong>Content:</strong></td>
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<tr>
<td></td>
<td></td>
<td>• Evolution of promotion</td>
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<td>• Advertising</td>
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<td></td>
<td><strong>Text:</strong></td>
<td>Chapters 19, 20</td>
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<td>7</td>
<td>10 Feb</td>
<td><strong>Content:</strong></td>
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<td></td>
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<td>• Public relations</td>
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<td>• Other promotional tools</td>
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<td>• Promotional strategy &amp; management</td>
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<td>• Group project review</td>
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<td></td>
<td></td>
<td><strong>Text:</strong></td>
<td>Chapter 20, 21</td>
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<td>8</td>
<td>11 Feb</td>
<td><strong>Content:</strong></td>
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<tr>
<td></td>
<td></td>
<td>• Product concepts</td>
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<td>• Product strategies</td>
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<td>• Product life-cycle</td>
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<td>• Adoption of innovation</td>
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<td>• New product development</td>
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<td>• Time-based strategies</td>
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<td>• Group Project Review</td>
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<td>• Competitive Advantage</td>
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<td>• Competitor analysis</td>
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<td>• Offensive and defensive strategies</td>
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<td>• Alliance strategies</td>
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<td></td>
<td></td>
<td><strong>Text:</strong></td>
<td>Chapter 11, 19, 20</td>
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<td>9</td>
<td>22 Feb</td>
<td><strong>Content:</strong></td>
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<td></td>
<td></td>
<td>• Marketing of services</td>
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<td>• Customer orientation</td>
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<td><strong>Text:</strong></td>
<td>Chapter 15</td>
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<td>10</td>
<td>8 Mar</td>
<td><strong>Content:</strong></td>
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<td></td>
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<td>• The virtual organization</td>
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<td>• E-marketing</td>
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<td>• Marketing plan review</td>
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<td>• Exam recap</td>
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<td><strong>Text:</strong></td>
<td>Chapter 20</td>
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<tr>
<td>11</td>
<td>18 March</td>
<td><strong>Final Exam</strong></td>
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</table>
Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process. For this reason the GSM has decided not to move to on-line teaching. It is, therefore, important that you attend classes (and be on time).

More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminar and tutorials’. Students should not expect to obtain approval to miss more than two classes per unit, unless there are exceptional circumstances.

Taping of Lectures

The Graduate School does not provide tape recordings of lectures, however if you do wish to tape record a lecture then as a matter of courtesy, you should obtain the permission of the lecturer first.