Unit Outline

Marketing Principles
455.550

Term X, 2005

Manila

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.
CONTACT DETAILS

Unit Web Site URL
Lecturer's

Email: modsol@iinet.net.au
Phone: +61 8 93803980
Consultation Hours: During block teaching

YOUR LECTURER

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

He has an extensive background in senior management, marketing and market research. Before joining the doctoral programme, 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 the arts. 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.

INTRODUCTION

Welcome to Marketing Principles 450. 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.

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.

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.
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.

BROAD LEARNING OUTCOMES
On completion of this unit, you should be able to:

1. Understand the current marketing concepts and theories in marketing.
2. Formulate marketing strategies and plans.
3. Integrate business environment analyses into marketing strategies and tactics.
4. Apply marketing concepts to business cases.
5. Apply your learning in your day to day management role.

TEXTBOOK

Required text

Additional Texts
Kotler, P, Ang, S H, Leong, S M and Tan, CT, 1999 2nd or later Edition
“Marketing Management – An Asian Perspective, Prentice Hall, Singapore


In addition to marketing related articles in popular business publications, libraries hold innumerable marketing texts and journals and students are advised to become familiar with them and to read beyond the text.

KEY DATES
Wednesday 2 February: First exam
Wednesday 1 March: Major project due
TBA: Second Exam
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Topic &amp; References</th>
<th>Delivery</th>
</tr>
</thead>
</table>
| Thu | 6 Jan | 6.00pm-9.00pm | 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)* | Lecturer |
| Fri | 7 Jan | 6.00pm-9.00pm | Content: • Describing and researching the marketing environment • Buyer behaviour  
Text: *Chapters 5, 6, 7* | Lecturer |
| Sat | 8 Jan | 9am-6pm       | 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* | Lecturer |
| Wed | 19 Jan| 6.00pm-9.00pm | Content: • Segmentation & Positioning • Forecasting demand • Selection of Target markets • Pricing issues • Pricing strategies  
Text: *Chapters 12, 15, 16* | Tutor |
| Wed | 2 Feb | 6.00pm-9.00pm | Content: • Logistics • Distribution Strategies  
Text: *Chapters 17, 18* | Tutor |

* - FIRST EXAM -
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<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Content</th>
<th>Text</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>Thu</td>
<td>10 Feb</td>
<td>6.00pm-9.00pm</td>
<td><strong>Content:</strong>&lt;br&gt;• Evolution of promotion&lt;br&gt;• Advertising</td>
<td><em>Chapters 19, 20</em></td>
<td>Lecturer</td>
</tr>
<tr>
<td>Fri</td>
<td>11 Feb</td>
<td>6.00pm-9.00pm</td>
<td><strong>Content:</strong>&lt;br&gt;• Public relations&lt;br&gt;• Sales promotion&lt;br&gt;• Other promotional tools&lt;br&gt;• Promotional strategy &amp; management&lt;br&gt;• Group project review</td>
<td><em>Chapter 20, 21</em></td>
<td>Lecturer</td>
</tr>
<tr>
<td>Sat</td>
<td>12 Feb</td>
<td>9am-6pm</td>
<td><strong>Content:</strong>&lt;br&gt;• Product concepts&lt;br&gt;• Product strategies&lt;br&gt;• Product life-cycle&lt;br&gt;• Adoption of innovation&lt;br&gt;• New product development&lt;br&gt;• Time-based strategies&lt;br&gt;• Group Project Review&lt;br&gt;• Competitive Advantage&lt;br&gt;• Competitor analysis&lt;br&gt;• Offensive and defensive strategies&lt;br&gt;• Alliance strategies</td>
<td><em>Chapter 11, 19, 20</em></td>
<td>Lecturer</td>
</tr>
<tr>
<td>Wed</td>
<td>23 Feb</td>
<td>6.00pm-9.00pm</td>
<td><strong>Content:</strong>&lt;br&gt;• Marketing of services&lt;br&gt;• Customer orientation</td>
<td><em>Chapter 15</em></td>
<td>Tutor</td>
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<tr>
<td>Wed</td>
<td>1 Mar</td>
<td>6.00pm-9.00pm</td>
<td><strong>Content:</strong>&lt;br&gt;• The virtual organization&lt;br&gt;• E-marketing&lt;br&gt;• Marketing plan review&lt;br&gt;• Exam recap</td>
<td><em>Chapter 20</em>&lt;br&gt;- GROUP PROJECT DUE -</td>
<td>Tutor</td>
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<td>TBA</td>
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<td>Tutor</td>
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NOTE
In addition to references provided, students are encouraged to read widely. Where time permits, detailed discussion of selected case studies will be undertaken in class. Students are to read the prescribed case studies BEFORE the class and be prepared to contribute to analysis and discussion in an informed manner. Similarly, chapters listed for each of the topics are to be read before class.

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 a students shall attend prescribed classes, lectures, seminar and tutorials’. Students whose attendance at MBA units has been unsatisfactory will not be granted a pass grade. Two or more missed classes without prior permission from the lecturer is classified as unsatisfactory. Students should not expect to obtain approval to miss more than two classes per unit, unless there are exceptional circumstances.

ASSESSMENT

<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>30%</td>
<td>2 February</td>
</tr>
<tr>
<td>Group Project</td>
<td>40%</td>
<td>1 March</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
<td>TBA</td>
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THE PURPOSE OF ASSESSMENT

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.

More specifically, assessment will reflect your understanding of marketing, your ability to apply strategic (rather than intuitive) thought to markets, the competitive environment and the marketing process. To this end, the major project offers an opportunity to exhibit a management approach to marketing of a high level.
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

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<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Percentage</th>
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<tr>
<td>HD</td>
<td>Higher Distinction</td>
<td>80-100%</td>
</tr>
<tr>
<td>D</td>
<td>Distinction</td>
<td>70-79%</td>
</tr>
<tr>
<td>CR</td>
<td>Credit Pass</td>
<td>60-69%</td>
</tr>
<tr>
<td>P</td>
<td>Pass</td>
<td>50-59%</td>
</tr>
<tr>
<td>N+</td>
<td>Fail</td>
<td>45-49%</td>
</tr>
<tr>
<td>N</td>
<td>Fail</td>
<td>0-44%</td>
</tr>
</tbody>
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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. 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 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.

EXAMS

There will be two exams administered during the term.
• **Test 1** - All work covered up to, and including, the tutorial on 19 January

• **Test 2** - All work covered from, and including, the tutorial on 2 February to the end of the course

A combination of multiple choice and short essay questions will be used. Exact structure of each test will be discussed in the first lecture.

**ASSESSMENT CRITERIA**

In addition to directly testing your knowledge of marketing theory through the multiple choice component, the short answer questions will be assessed in terms of demonstrated analytical skills and practical application of the theory.

**GROUP PROJECT**

**Marketing Plan**

The main purpose of this assignment is for you (and your team) to experience developing a Marketing Plan. This project is to be jointly written with your team members.

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.

You will be provided with detail of the requirements and content in the first block teaching session.

**ASSESSMENT CRITERIA**

The Marketing Plan accounts for 40% of the total marks for the unit

Assessment will be based on:
- Clarity of Analysis
- Relevance of environmental analysis to marketing strategy
- Creativity and Logical Consistency
- Identification and Practicality of Marketing Plan
- Presentation

You may also be asked to evaluate the contribution of each member to the group project paper and presentation to translate your group score into individual scores. In this case, a format to assure confidentially (i.e. only known to the lecturer) will be distributed in due course. The purpose of this is, of course, to ensure that the marks obtained by each group member will reflect his/her fair share of the work required of group assignments.

Paper length: Maximum of 30 pages (excluding references and bibliography) Any material written beyond that will not be read and hence marks will not be given for the work done in those pages! The assessment emphasis will be on content NOT volume!

Present using font-12 (Times New Roman), 1½ -spaced, margins of 1 inch or 2.54 cm. all round. Be concise and logical.
**SUBMISSION OF ASSIGNMENTS**
Assignments should be submitted in class on the due date. 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.

Assignments will be returned in class.

It is the intention that the marked assignments will be returned within two weeks of submission.

**APPEALS AGAINST ASSESSMENT MARKS**
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 10 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.

**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.

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 advise of your lecturer.

It is GSM policy that no student will profit from plagiarism. Generally, a mark of ‘Fail’ will be recorded for the assignment in which this has occurred, regardless of its other merits or qualities. Serious cases shall be referred to the University’s Board of Discipline. All students should note that cases of copying are automatically reported to the Sub-Dean and documentary evidence along with associated correspondence is placed on the student’s permanent record.
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’

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 EndNote page www.library.uwa.edu.au/guides/endnote/ which provides more comprehensive information.