

# **MARK 3090**

## **Marketing Decision Analysis**

### **Course Outline**

### **Semester 1, 2017**

**Part A: Course-Specific Information**  
**Part B: Key Policies, Student Responsibilities**  
**and Support**

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## **PART A: COURSE-SPECIFIC INFORMATION**

### **1 STAFF CONTACT DETAILS**

Lecturer-in-charge: Dr. Rahul Govind

Room Quad 3012

Phone No: 9385 1284

Email: r.govind@unsw.edu.au

Consultation Times – Tuesday 9am-10am, or by appointment

### **2 COURSE DETAILS**

#### **2.1 Teaching Times and Locations**

Lectures start in Week 1(to Week 13): The Time and Location are: Tuesday 12-3pm.  
Mathews Theatre C

#### **2.2 Units of Credit**

The course is worth 6 units of credit.

#### **2.3 Summary of Course**

The intention of the course offered is to focus on the concepts learned in marketing analyses classes to synthesize strategies based on consultant outputs. It is therefore positioned as an amalgamation of theory and analyses to help students reach and suggest Managerially Relevant Decision Support (MRDS) in the presence of changing demand and dynamic competition. In this process the students will be utilizing a simulation based intra-class challenge to learn to reach MRDS. They will be exposed to the following product and market based exercises.

- Working with product targeting not just positioning and segmentation.
- Introducing new products.
- Developing a long term view of planning rather than a stationary and a piecemeal approach to marketing decisions.
- Realize that competitor analysis is as important as self-analysis.
- Learning the interface of HR, Finance, Accounting with Marketing.
- Introducing distribution as a real time differential profit producing element of marketing.

The primary need for the class arises because students are exposed to strategy elements of marketing as well as quantitative research elements. These are however learnt in a piecemeal fashion and the interface of these is not exposed to students. Thus, although they graduate adept at strategic theory and market research techniques, the fact that the latter shapes the former which in turn reshapes the former, is a cycle they are neither made aware of, nor exposed to and certainly not allowed to experiment with.

The course plans to bring these elements together and provide students with tools as well as the experience to be an able administrator of the tools and the output from the tools and define their place in company strategy.

## 2.4 Course Aims and Relationship to Other Courses

MARK 3090 is an elective course for students wishing to complete a major in Marketing within the B.Com. with an emphasis on Marketing Analytics. It draws on the information learnt MARK 2052 and MARK 3054. In particular, this course expands upon MARK 3054 by introducing students to extensions and more importantly implications and applications of the learnings to a MRDS. The pre-requisites for this course are ECON 1203(or equivalent) and MARK2052.

## 2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

1. To understand the role of marketing analytics in consumer and segment identification
2. To adequately self-reflect and self-assess behavior in teamwork situations.
3. To refine the Marketing Mix offered based on a SWOT analysis of internal and external competition.
4. Using advertising tools and identify relevant advertising dimensions
5. Understand the importance of R&D in Marketing Strategy

### Business Undergraduate Program Learning Goals and Outcomes

**1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.**

You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

**2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers.**

You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

**3. Communication: Our graduates will be effective professional communicators.**

You should be able to:

- a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
- b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

**4. Teamwork: Our graduates will be effective team participants.**

You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team's processes and ability to achieve outcomes.

**5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.**

You should be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	Understand and utilize a variety marketing analytics methods to help support marketing decisions in the long term.	Report Individual Tests
2	Critical thinking and problem solving	Utilize competitive interaction and feedback to evaluate and implement new marketing strategies.	Report Individual Tests Final Standings
3a	Written communication	Translate the output from your learnings into a written report and a presentation that explains your choice of decisions and identify the mistakes made.	Report
3b	Oral communication	-do-	Presentation
4	Teamwork	Work collaboratively to complete a task.	Team peer evaluation
5a.	Ethical, social and environmental responsibility	Not addressed in this course	
5b.	Social and cultural awareness	Not addressed in this course	

### 3 ASSESSMENT

#### 3.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).
- Attend at least 80% of the tutorials.

### 3.2 Assessment Details

Assessment Task	Weighting	Length	Due Date
Individual Tests (x3)	50%	45 minutes	Weeks 4, 8 and 12
Report	40% (30% report and 10% finishing SPI)	8 pages	Week 13
Presentation	10%	30 minutes	Week 13
Total	100%		

### 3.3 Assessment Format

**Report:** Reports are to be typed, eight pages, 12pt, at least 1½ spacing, 2.5cm margins. It is **not** necessary that the reports are bound, however, they must be secured tightly to avoid any pages becoming displaced. The School of Marketing cover page is to be used when submitting any assessment. A copy can be downloaded from the course Moodle site. **MAKE SURE THAT YOU KEEP A COPY WITH YOU.** The final report format will be discussed in class in week 8. Note that 30% of the grade will be based on the report and 10% on your finishing rank. This will be discussed further in the lecture.

**Presentation:** The students will present their journey using a marketing plan in week 13. All group members will need to present for at least three minutes. The total length of the presentation should not exceed 20 minutes. 10% of the grade will be truncated for each minute that the presentation exceeds the time limit. A format of the presentation will be discussed along with the report format in week 8 during the lecture.

Basic marking criteria for the report and the presentation will be as follows:

- Overall relevancy of information.
- Overall depth of insight for the decisions.
- Overall clarity, conciseness, creativity.
- Adequacy of the report and appropriateness of techniques used.
- Ability to identify incorrect or partially correct decisions in retrospective.
- Group cohesion and degree to which all members visibly contribute, based on report and peer feedback.

The report and presentation will be subjected to group evaluations. Students are invited to approach the lecturer for any problems being faced due to specific group members. In addition, every student will need to evaluate all group members. Failing this, the student's grades will not be released. The instructor **will** vary individual member's marks after considering these evaluations. The assessment will be based on contribution, attendance and learning in group tasks and will be conducted online. A list of evaluation criteria will be provided at the first group task.

**Individual Assessments:** In order to cover the work involved in this course, and to ensure students have the skills necessary to conduct the simulation; students need to get a good grasp of some basic concepts and skills. To encourage this, and to continuously provide feedback on your progress, three tests will be conducted on the dates specified in the course schedule. The exercise will be worth a combined total of 50%.

### 3.4 Assignment Submission Procedure

Reports are to be submitted on or before the due date no later than 2pm by lodging in the marked essay box located on the 3<sup>rd</sup> floor, of the Quadrangle building (OPPOSITE THE SCHOOL OF MARKETING OFFICE). All projects should use the School of Marketing cover sheet. You are advised to keep a hard and soft copy of all submitted work.

### 3.5 Late Submission

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

#### Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## 4 COURSE RESOURCES

- UNSW Moodle: Only students officially enrolled in this course can gain access to these facilities through the Moodle site. This site will be used in a number of ways:
- Condensed Lecture Slides. These will be available from 9am the Monday before the lecture. However, you are strongly advised NOT to rely entirely on these notes as they would only cover the major points discussed in lectures. Many other issues and examples raised in lectures WILL NOT be available through this medium.
- Tutorial hand-outs providing details of particular techniques covered each week will ONLY be available IN TUTORIALS.
- No recorded lectures will be made available for this course.

## 5 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience through which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

Based upon feedback from my previous experiences, a number of changes have been made to the project component of the course. If at any time you have any concerns with your progress or any aspects of the course, please feel free to contact me to discuss your concerns. The aim of the course is not purely to increase your knowledge of the content, but also allow you to feel more comfortable and confident when dealing with quantitative data.

## 6 COURSE SCHEDULE

LECTURE SCHEDULE		
Week	Topic	Tutorial
Week 1 28 February	Review of fundamental marketing strategies	
Week 2 7 March	Review of fundamental marketing research methods	Decision 1
Week 3 14 March	Decision Making	Decision 2
Week 4 21 March	Decision Making	Assessment 1
Week 5 28 March	R&D	Decision 3 (Reset Period)
Week 6 04 April	R&D	Decision 4
Week 7 11 April	Perceptual Maps and advertising	Assessment 2
Mid-semester break: Friday 14 – Saturday 22 April inclusive		
Week 8 25 April	<i>ANZAC Day</i>	--
Week 9 2 May	Multi-Dimensional Scaling	Decision 5
Week 10 9 May	New Product Development	Decision 6
Week 11 16 May	Strategic Reports	Decision 7
Week 12 23 May	Marketing Plan	Assessment 3
Week 13 30 May	Presentations and Discussions	Decision 8



## PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

### 7 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

#### Business Undergraduate Program Learning Goals and Outcomes

**1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.**

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You will be able to:

- a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
- b. Identify social and cultural implications of business situations.

## 8 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: <https://student.unsw.edu.au/plagiarism> as well as the guidelines in the online ELISE tutorials for all new UNSW students: <http://subjectguides.library.unsw.edu.au/elise>

To see if you understand plagiarism, do this short quiz:  
<https://student.unsw.edu.au/plagiarism-quiz>

For information on how to acknowledge your sources and reference correctly, see:  
<https://student.unsw.edu.au/harvard-referencing>

For the *Business School Harvard Referencing Guide*, see the [Business Referencing and Plagiarism](#) webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

For information for staff on how UNSW defines plagiarism, the types of penalties that apply and the protocol around handling plagiarism cases, see:  
<https://www.gs.unsw.edu.au/policy/documents/plagiarismpolicy.pdf>  
<https://www.gs.unsw.edu.au/policy/documents/plagiarismprocedure.pdf>  
<https://www.gs.unsw.edu.au/policy/studentmisconductprocedures.html>

## 9 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students 'Managing your Program' webpages: <https://student.unsw.edu.au/program>.

### 9.1 Workload

It is expected that you will spend at least **nine to ten hours** per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your **Moodle course websites** in the **first week of semester**. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: <https://student.unsw.edu.au/uoc>

## 9.2 Attendance

Your regular and punctual attendance at lectures and seminars or in online learning activities is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: <https://student.unsw.edu.au/attendance>

## 9.3 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: <https://student.unsw.edu.au/conduct>

## 9.4 Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see <http://safety.unsw.edu.au/>.

## 9.5 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

# 10 SPECIAL CONSIDERATION

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

### General Information on Special Consideration for undergraduate and postgraduate courses:

1. All applications for special consideration must be **lodged online through myUNSW within 3 working days of the assessment** (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: <https://student.unsw.edu.au/special-consideration>
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will **not** be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of final exam special considerations), **not** by tutors.

5. Applying for special consideration **does not** automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests **do not allow** lecturers-in-charge to award students additional marks.

### **Business School Protocol on requests for Special Consideration for Final Exams:**

The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least % in individual assessment items and meeting the obligation to have attended 80% of tutorials.
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

### **Special Consideration and the Final Exam in undergraduate and postgraduate courses:**

Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 1, 2017 are:

**Tuesday 11 July 2017** Exams for the School of Accounting, Marketing

**Wednesday 12 July 2017** Exams for the School of Banking and Finance, Management, Risk and Actuarial Studies

**Thursday 13 July 2017** Exams for the School of Economics, Taxation and Business Law, Information Systems

If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**

2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student's original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Absence from a supplementary exam without prior notification does not entitle the student

to have the original exam paper marked, and may result in a zero mark for the final exam.

The Supplementary Exam Protocol for Business School students is available at:  
<http://www.business.unsw.edu.au/suppexamprotocol>

**Special Consideration and assessments other than the Final Exam in undergraduate and postgraduate courses:**

## 11 STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**  
<https://www.business.unsw.edu.au/students/resources/learning-support>  
The EDU offers academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 7577 or 9385 4508; Email: [edu@unsw.edu.au](mailto:edu@unsw.edu.au).
- **Business Student Centre**  
<https://www.business.unsw.edu.au/students/resources/student-centre>  
Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.
- **Moodle eLearning Support**  
For online help using Moodle, go to: <https://student.unsw.edu.au/moodle-support>. For technical support, email: [itservicecentre@unsw.edu.au](mailto:itservicecentre@unsw.edu.au); Phone: 9385 1333.
- **UNSW Learning Centre**  
[www.lc.unsw.edu.au](http://www.lc.unsw.edu.au)  
Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.
- **Library services and facilities for students**  
<https://www.library.unsw.edu.au/study/services-for-students>
- **IT Service Centre:**  
<https://www.it.unsw.edu.au/students/index.html>  
Provides technical support to troubleshoot problems with logging into websites, downloading documents, etc. Office: UNSW Library Annexe (Ground floor). Phone: 9385 1333.
- **UNSW Counselling and Psychological Services**  
<https://student.unsw.edu.au/wellbeing>  
Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: [counselling@unsw.edu.au](mailto:counselling@unsw.edu.au)
- **Disability Support Services**  
<https://student.unsw.edu.au/disability>  
Provides assistance to students who are trying to manage the demands of university as well as a health condition, learning disability or have personal circumstances that are having an impact on their studies. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: [disabilities@unsw.edu.au](mailto:disabilities@unsw.edu.au)