



## UNSW Course Outline

# MARK3303 Industry Placement 3 - 2024

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## General Course Information

**Course Code :** MARK3303

**Year :** 2024

**Term :** Term 2

**Teaching Period :** T2

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This course provides you with a practical application of the fundamental principles of marketing in an industry environment.

**Note:** Only available to Marketing, UNSW Business School Co-op Scholars.

## Course Aims

Scholars will have gained considerable industrial experience through Industry Placements 1 and 2, and

will be almost the equivalent of a newly graduated accountant when undertaking Industry Placement 3.

It is therefore anticipated that scholars will undertake projects at their sponsor placement which are similar in scope to those a sponsor would normally give to a recently hired graduate.

In particular, this course aims to further expose the Co-op scholar to the ways in which marketing is involved in the operation and management of business enterprises and to further enhance the scholar's personal and professional attributes.

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify and apply the marketing-related business practices in the sponsor's organisation
CLO2 : Develop and apply analytical and interpretative skills to the marketing function within the sponsor's organisation
CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context
CLO4 : Display collaborative skills in teamwork
CLO5 : Identify and apply the sponsor's organisations marketing practices
CLO6 : Make an assessment of their own professional competencies and areas in which they can be improved
CLO7 : Observe the sponsor's industry and industry practices

Course Learning Outcomes	Assessment Item
CLO1 : Identify and apply the marketing-related business practices in the sponsor's organisation	<ul style="list-style-type: none"><li>• ITE3 sponsor evaluation</li><li>• ITE3 scholar presentation</li><li>• ITE3 research project report</li></ul>
CLO2 : Develop and apply analytical and interpretative skills to the marketing function within the sponsor's organisation	<ul style="list-style-type: none"><li>• ITE3 sponsor evaluation</li><li>• ITE3 research project report</li></ul>
CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context	<ul style="list-style-type: none"><li>• Pre-placement sponsor organisation analysis</li><li>• ITE3 scholar presentation</li><li>• ITE3 sponsor evaluation</li><li>• ITE3 research project report</li></ul>
CLO4 : Display collaborative skills in teamwork	<ul style="list-style-type: none"><li>• ITE3 sponsor evaluation</li></ul>
CLO5 : Identify and apply the sponsor's organisations marketing practices	<ul style="list-style-type: none"><li>• ITE3 scholar presentation</li><li>• ITE3 sponsor evaluation</li></ul>
CLO6 : Make an assessment of their own professional competencies and areas in which they can be improved	<ul style="list-style-type: none"><li>• ITE3 personal reflection journal</li><li>• ITE3 scholar presentation</li><li>• ITE3 sponsor evaluation</li></ul>
CLO7 : Observe the sponsor's industry and industry practices	<ul style="list-style-type: none"><li>• Pre-placement sponsor organisation analysis</li><li>• ITE3 research project report</li><li>• ITE3 sponsor evaluation</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
ITE3 sponsor evaluation Assessment Format: Individual	20%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>
ITE3 personal reflection journal Assessment Format: Individual Short Extension: Yes (7 days)	25%		<ul style="list-style-type: none"><li>• PLO2 : Problem Solving</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>
ITE3 scholar presentation Assessment Format: Individual Short Extension: Yes (7 days)	20%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>
Pre-placement sponsor organisation analysis Assessment Format: Individual Short Extension: Yes (7 days)	10%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li></ul>
ITE3 research project report Assessment Format: Individual Short Extension: Yes (7 days)	25%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO5 : Responsible Business Practice</li></ul>

## Assessment Details

### ITE3 sponsor evaluation

#### Assessment Overview

Sponsor evaluation

## Course Learning Outcomes

- CLO1 : Identify and apply the marketing-related business practices in the sponsor's organisation
- CLO2 : Develop and apply analytical and interpretative skills to the marketing function within the sponsor's organisation
- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CLO4 : Display collaborative skills in teamwork
- CLO5 : Identify and apply the sponsor's organisations marketing practices
- CLO6 : Make an assessment of their own professional competencies and areas in which they can be improved
- CLO7 : Observe the sponsor's industry and industry practices

## Detailed Assessment Description

ITE3 sponsor evaluation summarizes the sponsors evaluation of the student placement and work performance.

### Assignment submission Turnitin type

This is not a Turnitin assignment

## **ITE3 personal reflection journal**

### Assessment Overview

Personal reflection journal

## Course Learning Outcomes

- CLO6 : Make an assessment of their own professional competencies and areas in which they can be improved

## Detailed Assessment Description

Scholars are required to maintain a personal reflection journal throughout their IT3 placement (either daily or weekly). The personal reflection journal is to be used as a tool to assist scholars' development of their professional skills.

The first entry should outline any expectations or goal set by the student (PDA goals)

Scholar's should perform a self-assessment of at the beginning of IT3, they should reflect on their professional competencies, assess the sponsor's expectations of a new graduate's competencies, and establish benchmarks to self-evaluate their competencies throughout their IT3 placement. You will need to gather a list of the competencies desired for employees by your sponsor organization. You can also refer to the professional attributes listed on the Co-op Career Manager website as well as the Business Graduate Attributes. The reflection will describe the

knowledge you gained while on the job and include, where possible, how knowledge gained from your courses at university was beneficial.

#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **ITE3 scholar presentation**

#### **Assessment Overview**

Scholar presentation

#### **Course Learning Outcomes**

- CLO1 : Identify and apply the marketing-related business practices in the sponsor's organisation
- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CLO5 : Identify and apply the sponsor's organisations marketing practices
- CLO6 : Make an assessment of their own professional competencies and areas in which they can be improved

#### **Detailed Assessment Description**

ITE3 scholar presentation summarizes reflections, learning experience and projects worked on during placement.

#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **Pre-placement sponsor organisation analysis**

#### **Assessment Overview**

Sponsor organisation analysis

#### **Course Learning Outcomes**

- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CLO7 : Observe the sponsor's industry and industry practices

#### **Detailed Assessment Description**

Written Presentation - submit PPTs

- The nature of the sponsor's industry and its economic significance
- Main participant's in the industry, market concentration, products

- Marketing issues relevant to the industry
- Key challenges, issues and developments facing the industry and the marketing profession.

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### **ITE3 research project report**

#### Assessment Overview

Scholars will be responsible for completing a one-off written research project. The topic will be determined by the course convenor.

#### Course Learning Outcomes

- CLO1 : Identify and apply the marketing-related business practices in the sponsor's organisation
- CLO2 : Develop and apply analytical and interpretative skills to the marketing function within the sponsor's organisation
- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CLO7 : Observe the sponsor's industry and industry practices

#### Detailed Assessment Description

ITE3 research project report summarizes a specific individual research project students engage in during their time in placement.

## **General Assessment Information**

#### Grading Basis

Satisfactory

#### Requirements to pass course

In order to receive an SY (satisfactory) grade in this course, you must:

1. satisfactorily complete all assessment tasks (both placement and academic components)  
AND
2. successfully complete the minimum number of practical hours AND
3. receive a satisfactory Performance Evaluation from the employer/sponsor.

# **Course Schedule**

## **Attendance Requirements**

Not Applicable - as no class attendance is required

# **Course Resources**

## **Prescribed Resources**

The websites for this course are:

Co-op Career Manager: [www.coop.careermanager.unsw.edu.au](http://www.coop.careermanager.unsw.edu.au).

Moodle: <http://moodle.telt.unsw.edu.au>

(Login with your student zID (username) and zPass (password)).

This course will make extensive use of a dedicated online platform called Career Manager that has been specifically designed to guide you through the Internship.

### **Career Manager Support**

Should you have any difficulties accessing Career Manager or any issues with the placement please contact the Co-op office

Hours: Monday - Friday: 9am - 5pm

Email: [cooprog@unsw.edu.au](mailto:cooprog@unsw.edu.au)

Phone: 02 9385 5116

### **Moodle eLearning Support**

Should you have any difficulties accessing your course online, please contact the eLearning support below:

For login issues:

UNSW IT Service Centre

Hours: Monday - Friday: 8am - 8pm

Saturday and Sunday: 11am - 2pm

Email: [ITServiceCentre@unsw.edu.au](mailto:ITServiceCentre@unsw.edu.au)

Phone: Internal: x51333

External: 02 9385 1333

International: +61 2 9385 1333

For help with technical problems:

External TELT Support

Hours: Monday to Friday: 7:30am - 9:30pm

Saturdays and Sundays: 8:30am - 4:30pm

Email: [externaleltsupport@unsw.edu.au](mailto:externaleltsupport@unsw.edu.au)

Phone: Internal: x53331

External: 02 9385 3331

International: +61 2 9385 3331

Other resources

The following websites are also useful sources:

BusinessThink is the UNSW's free, online business publication. It is a platform for business research, analysis and opinion. If you would like to subscribe to BusinessThink, and receive the free monthly e-newsletter with the latest in research, opinion and business, go to <https://www.businessthink.unsw.edu.au/>

LinkedIn Learning helps UNSW students learn software, creative, and business skills to achieve personal and professional goals. UNSW students have unlimited access to a vast library of high quality, current, and engaging video tutorials taught by professional teachers. To access go to <https://www.inside.unsw.edu.au/campus-life/log-in-linkedin-learning>

You can also access a range of additional student resources and support (see Section 8 'Policies

and Support').

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Gary Gregory		Quad3023a		by appointment	Yes	Yes

# Other Useful Information

## Academic Information

### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support page](#).

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

## STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support page](#). For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning](#)

## Outcomes

### Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

### Submission of Assessment Tasks

#### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/

- course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
  3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
  4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
  5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
  6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
  7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period

of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

### PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

### COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

### 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.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.