



UNSW Course Outline

MARK3202 Industry Placement 2 - 2024

Published on the 07 Feb 2024

General Course Information

Course Code : MARK3202

Year : 2024

Term : Term 1

Teaching Period : T1

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 scholars 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

The overall goal of ITE1 was to involve scholars in the marketing-related functions of the sponsor.

While ITE1 gave the scholars a sense of the place and importance of marketing within the management of a business organisation, ITE2 should expose the scholar to the processes and issues connected with the design, collection, production, distribution and management of marketing information.

Relationship to Other Courses

The overall goal of ITE1 was to involve scholars in the marketing-related functions of the sponsor.

While ITE1 gave the scholars a sense of the place and importance of marketing within the management of a business organization, ITE2 should expose the scholar to the processes and issues connected with the design, collection, production, distribution and management of marketing information.

Prerequisite: MARK2101 and enrolled in plan MARKB13554

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CL01 : Demonstrate an understanding of the marketing-related functions within the sponsor's enterprise	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving • PL05 : Responsible Business Practice
CL02 : Demonstrate a basic understanding of analytical and interpretative skills as they apply to the marketing function within the sponsor's organisation	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving
CL03 : Be able to communicate effectively and confidently in oral and written forms in a business context	<ul style="list-style-type: none"> • PL03 : Business Communication
CL04 : Display collaborative skills in teamwork	<ul style="list-style-type: none"> • PL04 : Teamwork
CL05 : Demonstrate a technical understanding of the marketing practices used in the sponsor's workplace	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving
CL06 : Demonstrate a better understanding of his/her own professional competencies and skills which can be improved	<ul style="list-style-type: none"> • PL02 : Problem Solving • PL07 : Leadership Development
CL07 : Conduct basic research on sponsor's organisation and industry	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving • PL05 : Responsible Business Practice

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate an understanding of the marketing-related functions within the sponsor's enterprise	<ul style="list-style-type: none"> • ITE2 research project report • ITE2 scholar presentation • ITE2 sponsor evaluation
CLO2 : Demonstrate a basic understanding of analytical and interpretative skills as they apply to the marketing function within the sponsor's organisation	<ul style="list-style-type: none"> • ITE2 research project report • ITE2 sponsor evaluation
CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context	<ul style="list-style-type: none"> • Pre-placement sponsor organisation analysis • ITE2 scholar presentation • ITE2 research project report • ITE2 sponsor evaluation
CLO4 : Display collaborative skills in teamwork	<ul style="list-style-type: none"> • ITE2 sponsor evaluation
CLO5 : Demonstrate a technical understanding of the marketing practices used in the sponsor's workplace	<ul style="list-style-type: none"> • ITE2 scholar presentation • ITE2 sponsor evaluation
CLO6 : Demonstrate a better understanding of his/her own professional competencies and skills which can be improved	<ul style="list-style-type: none"> • ITE2 personal reflection journal
CLO7 : Conduct basic research on sponsor's organisation and industry	<ul style="list-style-type: none"> • Pre-placement sponsor organisation analysis

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

â€œThe sponsor determines the scholarâ€™s learning activities for ITE2. Refer to UNSW Co-op Program IT Guidelines document.

Industry Placement environments are well suited to fostering reflective learning practices among students. Based in practice, going beyond an academic assessment and demonstrating reflectionâ€™s role in developing studentsâ€™ professional competencies which are needed for mid to upper level successes in marketing practice as well as for studentsâ€™ long-term career opportunities.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Pre-placement sponsor organisation analysis	10%	
ITE2 research project report	25%	
ITE2 scholar presentation	20%	
ITE2 personal reflection journal	25%	
ITE2 sponsor evaluation	20%	

Assessment Details

Pre-placement sponsor organisation analysis

Course Learning Outcomes

- CL03 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CL07 : Conduct basic research on sponsor's organisation and industry

ITE2 research project report

Assessment Overview

Scholars will be responsible for completing a written research project. The topic will be assigned by the course convenor.

Course Learning Outcomes

- CL01 : Demonstrate an understanding of the marketing-related functions within the sponsor's enterprise
- CL02 : Demonstrate a basic understanding of analytical and interpretative skills as they apply to the marketing function within the sponsor's organisation
- CL03 : Be able to communicate effectively and confidently in oral and written forms in a business context

ITE2 scholar presentation

Course Learning Outcomes

- CL01 : Demonstrate an understanding of the marketing-related functions within the sponsor's enterprise
- CL03 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CL05 : Demonstrate a technical understanding of the marketing practices used in the sponsor's workplace

ITE2 personal reflection journal

Course Learning Outcomes

- CL06 : Demonstrate a better understanding of his/her own professional competencies and skills which can be improved

ITE2 sponsor evaluation

Course Learning Outcomes

- CL01 : Demonstrate an understanding of the marketing-related functions within the sponsor's enterprise
- CL02 : Demonstrate a basic understanding of analytical and interpretative skills as they apply to the marketing function within the sponsor's organisation
- CL03 : Be able to communicate effectively and confidently in oral and written forms in a business context
- CL04 : Display collaborative skills in teamwork
- CL05 : Demonstrate a technical understanding of the marketing practices used in the sponsor's workplace

General Assessment Information

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.

Grading Basis

Satisfactory

Requirements to pass course

Formal Requirements

There are two distinct components to this course – the professional placement and the academic assessment. Both components must be completed successfully to achieve a Satisfactory grade for this course.

This course is ungraded; At the end of the first term of the placement students will receive an EC grade. Students only receive a SY (satisfactory) when they have completed all course requirements and assessable tasks across the full 24 weeks (2 terms) to the satisfactory level required (see assessment section below).

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

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

Assessments

1. ITE2 scholar presentation summarizes reflections, learning experience and projects worked on during placement.
2. Pre-placement sponsor organisation analysis summarizes motivation and reasons why student wishes to be placed at sponsor organisation.
3. ITE2 personal reflection journal summarizes student experience while on placement, reflecting on experiences and key learnings from their experience.
4. ITE2 research project report summarizes a specific individual research project students engage in during their time in placement.
5. ITE2 sponsor evaluation summarizes the sponsors evaluation of the student placement and work performance.

For all oral and written presentations, scholars will be assessed on the presentation's content (topic, structure, clarity, level of understanding) as well as on scholars' presentation and communication skills (confidence, clarity, use of technology, appropriate pitch). The presentations are professional presentations that should be addressed to an audience with industry and accounting knowledge, that is, scholars should pitch their presentation towards their sponsor organisation, their sponsor supervisor(s) and relevant colleagues and management. Scholars should use appropriate range of vocabulary and behave professionally. For (3) ITE2 personal reflection journal, scholars must include a self-assessment of their professional development over the course of their ITE2 by drawing on reflections documented in

their personal reflective journal. For (5) ITE2 sponsor evaluation, within two weeks of completion of the ITE2, sponsors will complete a Sponsor Evaluation for a UNSW Co-op Program Scholar using the template provided by the UNSW Co-op Office. Scholars must submit this performance evaluation and their completed Scholar Evaluation of Industry Training Experience online (Co-op Program Career Manager) within two weeks of completing ITE2.

Course Schedule

Attendance Requirements

Not Applicable - as no class attendance is required

General Schedule Information

Sponsor will set schedule while on placement

Course Resources

Prescribed Resources

Any resources required for placement will be provided by the the UNSW Co-op Scholarship office and the sponsor organization.

The websites for this course are:

Co-op Career Manager: 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 internship please contact the Co-op office

Hours: Monday – Friday: 9am – 5pm

Email: cooprog@unsw.edu.au

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Gary Gregory		Quad3023a	+61415162868	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](#)

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.