MARK2101 Industry Placement 1 - 2024

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General Course Information

Course Code : MARK2101
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 : 12

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 is to provide scholars with an introduction to the business and the role of marketing at the sponsor organisation and to develop their communication and professional skills.

Relationship to Other Courses

The overall goal of Industry Placement 1 (ITE1) is to provide scholars with an introduction to the business and the role of marketing at the sponsor organization and to develop their communication and professional skills.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Possess a basic understanding of business practices	• PLO1 : Business Knowledge
CLO2 : Understand the role of Marketing in attaining the Sponsor organisationâ??s goals	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO5 : Responsible Business Practice
CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context	• PLO3 : Business Communication
CLO4 : Display collaborative skills in teamwork	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Possess a basic understanding of business practices	• ITE1 scholar presentation • ITE1 personal reflection journal • ITE1 research project report • ITE1 sponsor evaluation
CLO2 : Understand the role of Marketing in attaining the Sponsor organisationâ??s goals	• Pre-placement sponsor organisation analysis • ITE1 scholar presentation • ITE1 research project report
CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context	• Pre-placement sponsor organisation analysis • ITE1 scholar presentation • ITE1 research project report
CLO4 : Display collaborative skills in teamwork	• ITE1 sponsor evaluation

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

The sponsor determines the scholars learning activities for ITE1. 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

reflections role in developing students professional competencies which are needed for entry-level successes in marketing practice as well as for students long-term career opportunities.

Other Professional Outcomes

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Additional Course Information

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Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Pre-placement sponsor organisation analysis	10%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge
ITE1 scholar presentation	20%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
ITE1 personal reflection journal	25%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO7 : Leadership Development
ITE1 research project report	25%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO3 : Business Communication • PLO5 : Responsible Business Practice
ITE1 sponsor evaluation	20%	Start Date: Not Applicable Due Date: Not Applicable	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO7 : Leadership Development

Assessment Details
Pre-placement sponsor organisation analysis

Course Learning Outcomes

- CLO2 : Understand the role of Marketing in attaining the Sponsor organisationâ??s goals
- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context

Detailed Assessment Description

Assessment of sponsor organization and analysis of industry

Assessment Length

1500 words (not including references, appendices)

Submission notes

Not Applicable

Assessment information

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Assignment submission Turnitin type

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

Hurdle rules

Satisfactory completion

ITE1 scholar presentation

Course Learning Outcomes

- CLO1 : Possess a basic understanding of business practices
- CLO2 : Understand the role of Marketing in attaining the Sponsor organisationâ??s goals
- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context

Detailed Assessment Description

Final end of placement presentation

Assessment Length

15-30 slide deck

Submission notes

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Assignment submission Turnitin type

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

Hurdle rules

Satisfactory completion of assessment

ITE1 personal reflection journal

Course Learning Outcomes

- CLO1 : Possess a basic understanding of business practices

Detailed Assessment Description

Personal reflection journal of time on placement

Assessment Length

varies

Submission notes

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Assessment information

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Assignment submission Turnitin type

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

Hurdle rules

Satisfactory completion of assessment

ITE1 research project report

Course Learning Outcomes

- CLO1 : Possess a basic understanding of business practices
- CLO2 : Understand the role of Marketing in attaining the Sponsor organisationâ??s goals
- CLO3 : Be able to communicate effectively and confidently in oral and written forms in a business context

Detailed Assessment Description

Special research report

Assessment Length

varies

Submission notes

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Assessment information

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Assignment submission Turnitin type

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

Hurdle rules

Satisfactory completion of assessment

ITE1 sponsor evaluation

Course Learning Outcomes

- CLO1 : Possess a basic understanding of business practices
- CLO4 : Display collaborative skills in teamwork

Detailed Assessment Description

Sponsor evaluation of scholar

Assessment Length

varies

Submission notes

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Assessment information

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Assignment submission Turnitin type

This is not a Turnitin assignment

Hurdle rules

Satisfactory performance outcomes on placement

General Assessment Information

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<u>Grading Basis</u>

Satisfactory

<u>Requirements to pass course</u>

-

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 5 February - 11 February	Other	Placement is at sponsor organization
Week 1 : 12 February - 18 February	Other	Placement is at sponsor organization
Week 2 : 19 February - 25 February	Other	Placement is at sponsor organization
Week 3 : 26 February - 3 March	Other	Placement is at sponsor organization
Week 4 : 4 March - 10 March	Other	Placement is at sponsor organization
Week 5 : 11 March - 17 March	Other	Placement is at sponsor organization
Week 6 : 18 March - 24 March	Other	Placement is at sponsor organization
Week 7 : 25 March - 31 March	Other	Placement is at sponsor organization
Week 8 : 1 April - 7 April	Other	Placement is at sponsor organization
Week 9 : 8 April - 14 April	Other	Placement is at sponsor organization
Week 10 : 15 April - 21 April	Other	Placement is at sponsor organization
Week 11 : 22 April - 28 April	Other	Placement is at sponsor organization

Attendance Requirements

Not Applicable - as no class attendance is required

General Schedule Information

Placement is at sponsor organization

Course Resources

Prescribed Resources

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

Recommended Resources

Additional readings on Marketing

Additional Costs

Not applicable

Course Evaluation and Development

Yes, feedback is welcome

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 Outcomes.

Academic Honesty and Plagarism

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.