UNSW Course Outline

MARK5700 Elements of Marketing - 2024

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General Course Information

Course Code : MARK5700
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 : Postgraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

Marketing plays a key role in acquiring and retaining customers that is critical to the success of an organisation. Elements of Marketing examines how to attract and retain customers by understanding their expressed and latent needs, translating these needs into value offerings that

customers want, creating brand awareness and communicating benefits of the value offerings, managing the delivery of value offerings to customers, and capturing value back to the organisation. The application of the theories, concepts, techniques and practices of modern marketing will be conducted via case studies, individual and group assessments.

Course Aims

MARK5700 aims at developing an appreciation and understanding of fundamental elements of marketing function within an organisation. The course is relevant to those who wish to understand how to apply marketing theories, concepts and techniques to create, communicate and deliver value to customers, and to capture value back to the organisation. The aim is to prepare students for future roles as marketing managers, brand managers, sales managers or consultants.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify and critique marketing concepts and frameworks.	• PLO1 : Business Knowledge
CLO2 : Evaluate the business context to apply relevant concepts to inform marketing decision	• PLO2 : Problem Solving
CLO3 : Effectively communicate marketing activities and decisions.	• PLO3 : Business Communication
CLO4 : Consider the UN SDGs in decision making to achieve a better and more sustainable future for all	• PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Identify and critique marketing concepts and frameworks.	• Tutorial Work • Marketing Presentation • Marketing Report
CLO2 : Evaluate the business context to apply relevant concepts to inform marketing decision	• Tutorial Work • Marketing Presentation • Marketing Report
CLO3 : Effectively communicate marketing activities and decisions.	• Tutorial Work • Marketing Presentation • Marketing Report
CLO4 : Consider the UN SDGs in decision making to achieve a better and more sustainable future for all	• Tutorial Work • Marketing Presentation • Marketing Report

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Elements of Marketing is designed to maximize your learning about marketing and how it fits into an organization. To do so the course equips you with a diverse range of skills and techniques to meet the various challenges involved in acquiring and retaining customers. As such, the learning environment places emphasis on the development of a conceptual understanding of marketing, and the application of this understanding through experiential learning activities. Lectures and in-class discussions are professionally relevant utilising workable frameworks, industry best practices, and developing knowledge and skills that will be of value in the workplace. The lectures and assessment tasks are designed to explore topics from different perspectives leading to a depth of understanding of elemental marketing concepts and contemporary issues.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Tutorial Work Assessment Format: Individual	35%	Start Date: Not Applicable Due Date: Week 1-10. Details available in Moodle	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development
Marketing Presentation Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development • PLO4 : Teamwork
Marketing Report Assessment Format: Group	35%	Start Date: Not Applicable Due Date: Week 11: 05 August - 11 August	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO5 : Responsible Business Practice • PLO6 : Global and Cultural Competence • PLO7 : Leadership Development

Assessment Details

Tutorial Work

Assessment Overview

Every week, you will learn different marketing concepts, apply them to business contexts and reflect on the outcomes. The purpose of this assessment is to provide you with the opportunity to analyse and engage with the course content. Further assessment details will be provided in Moodle.

Assesses PLO1, PLO2, PLO3, PLO5, PLO6, PLO7

Course Learning Outcomes

- CLO1 : Identify and critique marketing concepts and frameworks.
- CLO2 : Evaluate the business context to apply relevant concepts to inform marketing decision
- CLO3 : Effectively communicate marketing activities and decisions.
- CLO4 : Consider the UN SDGs in decision making to achieve a better and more sustainable future for all

Detailed Assessment Description

Every week, you will learn different marketing concepts, apply them to business contexts and reflect on the outcomes. The purpose of this assessment is to provide you with the opportunity to analyse and engage with the course content. Further assessment details will be provided in Moodle.

Assessment Length

Details available in Moodle

Assignment submission Turnitin type

Not Applicable

Marketing Presentation

Assessment Overview

This assignment will ask students to analyse a marketing case project. Students will suggest a marketing plan for the case project and do presentations about the case and marketing plans.

This Assessment will give students an opportunity to develop their critical thinking and problem-solving skills, apply marketing knowledge and develop oral communication skills. Further assessment details will be provided in Moodle.

Assesses PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7

Course Learning Outcomes

- CLO1 : Identify and critique marketing concepts and frameworks.
- CLO2 : Evaluate the business context to apply relevant concepts to inform marketing decision
- CLO3 : Effectively communicate marketing activities and decisions.
- CLO4 : Consider the UN SDGs in decision making to achieve a better and more sustainable future for all

Detailed Assessment Description

This assignment will ask students to analyse a marketing case project. Students will suggest a

marketing plan for the case project and do presentations about the case and marketing plans.

This Assessment will give students an opportunity to develop their critical thinking and problem-solving skills, apply marketing knowledge and develop oral communication skills. Further assessment details will be provided in Moodle.

Assessment Length

Each individual present 3-4 minutes in a group presentation

Assignment submission Turnitin type

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

Marketing Report

Assessment Overview

The assignment will ask students to form groups. The assignment asks students to write a marketing report for a marketing case or a product problem. The assignment will give students an opportunity to develop their critical thinking and problem-solving skills, apply marketing knowledge and develop written communication skills.

A portion (50%) of this assessment will receive a group-based mark and a portion (50%) will receive marks based upon the student's individual contribution. Further assessment details will be provided in Moodle.

Assesses PLO1, PLO2, PLO3, PLO4, PLO5, PLO6, PLO7

Course Learning Outcomes

- CLO1 : Identify and critique marketing concepts and frameworks.
- CLO2 : Evaluate the business context to apply relevant concepts to inform marketing decision
- CLO3 : Effectively communicate marketing activities and decisions.
- CLO4 : Consider the UN SDGs in decision making to achieve a better and more sustainable future for all

Detailed Assessment Description

The assignment will ask students to form groups. The assignment asks students to write a marketing report for a marketing case or a product problem. The assignment will give students an opportunity to develop their critical thinking and problem-solving skills, apply marketing knowledge and develop written communication skills.

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receive marks based upon the student's individual contribution. Further assessment details will be provided in Moodle.

<u>Assessment Length</u>

Details available in Moodle

<u>Assignment submission Turnitin type</u>

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

General Assessment Information

<u>Grading Basis</u>

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Introduction to Marketing
Week 2 : 3 June - 9 June	Lecture	Marketing planning
	Tutorial	Case discussion
Week 3 : 10 June - 16 June	Lecture	Marketing strategy and mix
	Tutorial	Case discussion
Week 4 : 17 June - 23 June	Lecture	Segmentation
	Tutorial	Case discussion
Week 5 : 24 June - 30 June	Lecture	Segmentation 2
	Tutorial	Case discussion
Week 6 : 1 July - 7 July	Lecture	Targeting
	Tutorial	Case discussion
Week 7 : 8 July - 14 July	Lecture	Differentiation 1
	Tutorial	Case discussion
Week 8 : 15 July - 21 July	Lecture	Differentiation 2
	Tutorial	Case discussion
Week 9 : 22 July - 28 July	Lecture	Positioning
	Tutorial	Case discussion
Week 10 : 29 July - 4 August	Tutorial	Marketing presentations

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

Resources will be made available on the Course Moodle site as the Term progresses.

The course website is on UNSW Moodle.

You will need to access the course website regularly (at least once per week) as some formal assessments will be conducted online and you will be expected to participate in online learning activities accessible via the course website.

Additional readings/case studies that will be used will be available on Moodle.

Optional textbook

Principles of Marketing, 8th Edition, By Gary Armstrong, et al; ISBN-13: 9780655704485.

Reading textbook will improve your understanding about the marketing theories and frameworks. But it is not required for the course.

Course Evaluation and Development

Each term feedback is sought from students and other stakeholders about the courses offered. Continual improvements are made based on the feedback. UNSW's MyExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through MyExperience survey. We will make changes to the course according to students' feedback.

Previous students told us that:

98% of them felt the course provided effective opportunities for active student learning, and the course was effective for developing their thinking skills (e.g. critical analysis, problem solving);

96% of them felt that theory and practice were carefully inter-related in this course;

91% of them felt they were given helpful feedback on how they were going throughout the course;

90% of them felt part of a learning community and loved group works;

They suggested that the course could be improved by more in-class work and less evaluation. Also, students generally feel stressful during final exam preparation and exam period.

2. We have responded to these feedback by:

Use final report to substitute final exam in exam period;

Reduce the amount of essay questions in online quizzes;

Split the class into tutorials and introduce more group & class discussion in tutorial sessions.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Veronica Jiang		Quad3018	n/a	Email for 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.