



UNSW Course Outline

ZBUS3208 Marketing - 2024

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General Course Information

Course Code : ZBUS3208

Year : 2024

Term : Semester 2

Teaching Period : Z2

Is a multi-term course? : No

Faculty : UNSW Canberra

Academic Unit : UC School of Business

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : UNSW Canberra at ADFA

Campus : UNSW Canberra

Study Level : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course is an introduction to marketing. It begins by describing the marketing environment and its components as well as a range of analytical tools and techniques. Next, it describes marketing strategy, including the 'STP' framework (segmentation, targeting and positioning). The later stages of the course cover the marketing mix, including product, price, place, promotion,

process, physical evidence, and people, as the basis for implementing marketing plans.

Course Aims

This course is an introduction to marketing and assumes no prior studies in this field. Marketing is now pervasive. Everyone sees its effects, particularly through their purchases and their exposure to media. This course looks behind the veil of the art and science of 'marketing'. Upon completing the course, students will have familiarity with the concepts, tools and techniques commonly used in marketing, will be able to understand marketing strategy, and will be able to design a basic marketing plan.

This course aims to:

- introduce the 'marketing environment' and a range of associated analytical tools and techniques
- describe 'marketing strategy', including the STP framework (segmentation, targeting and positioning)
- articulate the marketing mix (including product, price, place, promotion, process, physical evidence, and people) as the basis of marketing plan implementation.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Remember and understand marketing-related concepts
CLO2 : Analyse an organisation's marketing environment
CLO3 : Critically evaluate an organisation's major stakeholders
CLO4 : Apply marketing concepts to create a strategic approach to address stakeholder requirements

Course Learning Outcomes	Assessment Item
CLO1 : Remember and understand marketing-related concepts	<ul style="list-style-type: none">• Individual Essay• Team Marketing Plan• Individual Exam
CLO2 : Analyse an organisation's marketing environment	<ul style="list-style-type: none">• Individual Essay• Team Marketing Plan• Individual Exam
CLO3 : Critically evaluate an organisation's major stakeholders	<ul style="list-style-type: none">• Team Marketing Plan• Individual Exam
CLO4 : Apply marketing concepts to create a strategic approach to address stakeholder requirements	<ul style="list-style-type: none">• Team Marketing Plan• Individual Exam

Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

Learning and Teaching in this course

The course will be delivered in 'blended mode'. All course reading materials, lecture notes and other materials will be available through Moodle. Students will submit assignments and communicate through Moodle. Lectures and tutorials will allow face-to-face discussions of key materials.

Workload

Students are expected to undertake an average of 10 hours of study per week for a 6 UOC course. This includes engagement with course readings and other activities, assessment preparation and research, as well as contact time with the lecturer and fellow students.

Other Professional Outcomes

Developing Program Attributes

Students will be encouraged to develop the following School of Business program attributes by undertaking the course activities and mastering the knowledge content:

1: Business knowledge

Students will select and apply disciplinary knowledge to business situations in a local and global environment.

2: Problem solving

Students will identify appropriate information to help address marketing-related problems for an organisation.

3: Business communication

Students will prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context.

4: Teamwork

Students will engage in a series of team-based exercises and activities throughout the course that encourage collaboration and individual reflection.

5: Responsible business practice

Students will evaluate business decisions/practice in light of economic and environmental sustainability.

6: Global and cultural competence

Students will be able to demonstrate awareness of cultural environment and articulate cultural norms, beliefs and values.

7: Leadership development

Generate, develop and/or evaluate innovative ideas and concepts.

Developing Graduate Capabilities

Successful completion of this course contributes to the acquisition of UNSW graduate capabilities. UNSW aspires to develop globally focused graduates who are **rigorous scholars**, capable of **leadership** and **professional practice** in an **international** community.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Individual Essay Assessment Format: Individual Short Extension: Yes (2 days)	25%	Start Date: Not Applicable Due Date: Week 6: 19 August - 23 August Post Date: 06/09/2024 05:00 PM
Team Marketing Plan Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Week 11: 07 October - 11 October Post Date: 25/10/2024 05:00 PM
Individual Exam Assessment Format: Individual	45%	Start Date: Not Applicable Due Date: Exam week Post Date: 28/11/2024 03:00 PM

Assessment Details

Individual Essay

Assessment Overview

A 1500-word essay on a marketing topic.

Course Learning Outcomes

- CL01 : Remember and understand marketing-related concepts
- CL02 : Analyse an organisation's marketing environment

Detailed Assessment Description

Assessment details will be available via Moodle prior to Week 1.

Permitted use of AI tools: DRAFTING ASSISTANCE

As this assessment task involves some planning or creative processes, you are permitted to use software to generate initial drafts (or ideas, structures, etc). However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the software should not be a part of your final submission. It is a good idea to keep copies of your initial drafts to show your lecturer if there is any uncertainty about the originality of your work.

Please note that your submission will be passed through an AI-text detection tool. If your marker has concerns that your answer contains passages of AI-generated text that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

Please refer to the General Assessment Information section below for information on the requirement to include a cover sheet/declaration with all assessments, disclosing whether AI tools were used.

Assessment Length

1500 words

Assignment submission Turnitin type

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

Team Marketing Plan

Assessment Overview

In teams of 4-6, students will prepare and present a brief marketing plan for an organisation.

Course Learning Outcomes

- CL01 : Remember and understand marketing-related concepts
- CL02 : Analyse an organisation's marketing environment
- CL03 : Critically evaluate an organisation's major stakeholders
- CL04 : Apply marketing concepts to create a strategic approach to address stakeholder

requirements

Detailed Assessment Description

Assessment details will be available via Moodle prior to Week 1.

Permitted use of AI tools: DRAFTING ASSISTANCE

As this assessment task involves some planning or creative processes, you are permitted to use software to generate initial drafts (or ideas, structures, etc). However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the software should not be a part of your final submission. It is a good idea to keep copies of your initial drafts to show your lecturer if there is any uncertainty about the originality of your work.

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Assessment Length

20 Powerpoint Slides

Assignment submission Turnitin type

This is not a Turnitin assignment

Individual Exam

Assessment Overview

An open book, online individual test comprising multiple choice and short answer questions.

Course Learning Outcomes

- CL01 : Remember and understand marketing-related concepts
- CL02 : Analyse an organisation's marketing environment
- CL03 : Critically evaluate an organisation's major stakeholders

- CLO4 : Apply marketing concepts to create a strategic approach to address stakeholder requirements

Detailed Assessment Description

Assessment details will be available via Moodle prior to Week 1.

Permitted use of AI tools: DRAFTING ASSISTANCE

As this assessment task involves some planning or creative processes, you are permitted to use software to generate initial drafts (or ideas, structures, etc). However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the software should not be a part of your final submission. It is a good idea to keep copies of your initial drafts to show your lecturer if there is any uncertainty about the originality of your work.

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Please refer to the General Assessment Information section below for information on the requirement to include a cover sheet/declaration with all assessments, disclosing whether AI tools were used.

Assessment Length

40 multiple choice questions, 5 short answer questions

Assignment submission Turnitin type

This is not a Turnitin assignment

General Assessment Information

Referencing

Please use APA 7th edition referencing for all assessments.

Ethical and Responsible Use of Artificial Intelligence at UNSW

At UNSW, students must use artificial intelligence ethically and responsibly.

This includes:

- Adhering to course/assessment guidelines regarding use of AI tools;
- Acknowledging AI-generated content in your assessments, following UNSW guidance on [Referencing and acknowledging the use of artificial intelligence tools](#). In the School of Business, students are required to include a **cover sheet/declaration** for all assessments (see the Assessments Hub on the Course Moodle site). If you do not submit a completed cover sheet/declaration with your assessment, you will be emailed to request resubmission of your assessment with the required cover sheet/declaration (noting your assessment will not be graded until the cover sheet is included);
- Not including your own or others' personal or private information in prompts;
- Verifying and critiquing all AI generated material; and
- Avoiding using AI tools to translate your writing.

Please refer to [Ethical and Responsible Use of Artificial Intelligence at UNSW](#) for further information.

Short Extensions (School of Business, Undergraduate)

An automatic Short Extension (without documentation) of **two calendar days** may be available for some assessment tasks in this course. Please check assessment instructions and further guidance on the course Moodle site.

You can apply by accessing the Short Extension Student Portal on the [Special Consideration login page](#).

Applications for Short Extensions **MUST** be submitted before the assessment due date. Late applications are not permitted. If you do not apply on time, you will have to submit a Special Consideration application with the appropriate supporting documentation, within 3 working days of the assessment due date.

Only one Short Extension can be granted for any given assessment. All subsequent extension requests must be submitted as a Special Consideration application.

For assessment tasks where a Short Extension is not available, students needing an extension (of any duration) must apply via the Special Consideration process.

Special Consideration

Applications for Special Consideration should be submitted **BEFORE** the assessment due date.

If extenuating circumstances prevent you from submitting an application before the due date,

please notify your course convenor by email and submit the application as soon as possible.

If your application is approved, the outcome may be one of the following:

- A supplementary or alternative assessment,
- An extended deadline for the assessment (note the extension granted is normally equivalent to the period of impact outlined in your supporting documentation),
- An aggregated or averaged mark derived from other comparable completed assessments.

Please note, applying for Special Consideration does not automatically mean that you will be granted additional assessment, or that you will be awarded an amended result.

More information on Short Extensions and Special Consideration: <https://www.student.unsw.edu.au/special-consideration>.

Late Submission of Assessment

UNSW has a standard late submission penalty of:

- 5% per day,
- for all assessment tasks where a penalty applies,
- capped at five days (120 hours) from the assessment submission deadline. In case of approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the original or extended deadline, a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet assessment task submission and completion deadlines, and to apply for extensions as early as possible before the assessment task deadline.

Grading Basis

Standard

Requirements to pass course

Students must achieve at least 50% overall to pass the course. Students are expected to engage actively in course learning activities and attempt all assessment requirements in the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 15 July - 19 July	Topic	Introduction
Week 2 : 22 July - 26 July	Topic	Understanding the Marketing Environment Tutorials will commence in Week 2.
Week 3 : 29 July - 2 August	Topic	The Nature of Markets
Week 4 : 5 August - 9 August	Topic	Competitor and Industry Analysis
Week 5 : 12 August - 16 August	Topic	Supply Chains Compensation Day: Friday 16 August classes to be delivered on Tuesday 13 August. Tuesday 13 August lost. No lecture this week.
Week 6 : 19 August - 23 August	Topic	Marketing Research and Analysis
Week 7 : 9 September - 13 September	Topic	Designing and Implementing Marketing Strategy
Week 8 : 16 September - 20 September	Topic	Towards Customer Solutions No tutorials this week.
Week 9 : 23 September - 27 September	Topic	Pricing
Week 10 : 30 September - 4 October	Topic	Place/Distribution
Week 11 : 7 October - 11 October	Topic	Communicating Customer Solutions
Week 12 : 14 October - 18 October	Topic	Online Marketing
Week 13 : 21 October - 25 October	Topic	The Future of Marketing

Attendance Requirements

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

General Schedule Information

Please see the course Moodle site for more information.

Course Resources

Prescribed Resources

Elliott, G., Rundle-Thiele, S., Waller,D., Bentrott, E., Hatton-Jones, S., Jeans, P., Anandappa, J., & Campbell,P., (2023). *Marketing*, 6th Edition, Wiley and Sons, ISBN: 978-1-394-18969-4

Further recommended reading will be identified via Moodle.

Course Evaluation and Development

This course is subject to continuous improvement. All student feedback is welcome and encouraged. Please feel free to do so through one or more of the following methods.

- Informal feedback to the lecturer through either email or telephone correspondence;
- Formal feedback through the end of semester myExperience surveys; and/ or
- Any other method which is reasonable.

Previous feedback has led to improvements in lecture content and style, tutorial content and

style, and to how Moodle is used to support students' learning journey.

Important note: Students are reminded that any feedback provided should be constructive and professional and that they are bound by the [UNSW Code of Conduct and Values](#).

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	A/Prof Daniel Prior		Building 27, Room 208, School of Business, UNSW Canberra	+61 2 5114 5679	1400-1500 Tue; 1400-1500 Wed	Yes	Yes

Other Useful Information

School Contact Information

School of Business

Email: Business@adfa.edu.au