ZBUS8204 Marketing - 2024

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General Course Information

Course Code : ZBUS8204
Year : 2024
Term : Semester 1
Teaching Period : Z1
Is a multi-term course? : No
Faculty : UNSW Canberra
Academic Unit : UC School of Business
Delivery Mode : Online
Delivery Format : Standard
Delivery Location : UNSW Canberra at ADFA
Campus : UNSW Canberra
Study Level : Postgraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

The course offers a comprehensive survey of the vocabulary, concepts, and techniques of marketing. It begins with an overview of marketing environment analysis (including marketing research, analytics, and insight), before moving into marketing strategy (including the role of market segmentation, target market selection and positioning), and concluding with marketing

implementation (focusing on the 7Ps of marketing – price, place, promotion, product, process, physical evidence and people). The course is designed for managers without prior knowledge of marketing in both profit and non-profit organisations and examines marketing across a variety of industries and institutions.

Course Aims

This course provides an introductory overview of marketing as this would apply to a manager in an organisation seeking a deeper understanding. The course aims to:

- Introduce a range of marketing-related terminology and concepts.
- Provide an overview of marketing environment analysis tools and techniques, including market research, insights, and analytics.
- Provide an overview of key marketing strategy elements such as market segmentation, target market selection and market positioning.
- Provide an overview of marketing implementation elements (7Ps of marketing – price, place, promotion, product, process, physical evidence and people).

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Describe and apply marketing-related terminology and concepts.
CLO2 : Describe and apply marketing environment analysis tools and techniques.
CLO3 : Describe and apply marketing strategy elements such as market segmentation, target market selection and market positioning.
CLO4 : Describe and apply marketing implementation elements (7Ps of marketing – price, place, promotion, product, process, physical evidence, and people).

Course Learning Outcomes	Assessment Item
CLO1 : Describe and apply marketing-related terminology and concepts.	• Academic essay • Online contributions • Marketing application
CLO2 : Describe and apply marketing environment analysis tools and techniques.	• Academic essay • Online contributions • Marketing application
CLO3 : Describe and apply marketing strategy elements such as market segmentation, target market selection and market positioning.	• Academic essay • Online contributions • Marketing application
CLO4 : Describe and apply marketing implementation elements (7Ps of marketing – price, place, promotion, product, process, physical evidence, and people).	• Academic essay • Online contributions • Marketing application

Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

Learning and Teaching in this course

The course uses a variety of written, audio and video materials suitable for online flexible delivery. This material covers a range of marketing-related concepts and their application in real-life contexts. Through participation in online classrooms and the online discussions, students have opportunities to engage with peers to help build, refine, and expand their understanding of marketing. Through the assessments, students have opportunities to focus on a key marketing-related domain.

This course utilises Class Collaborate, a virtual classroom system accessible via Moodle. There are 4 Class Collaborate sessions scheduled this semester. Students are strongly encouraged to attend these sessions. The sessions will be recorded and made available on Moodle for later review.

Students are encouraged to visit the course Moodle site weekly throughout the semester, to review the provided materials, to participate in Class Collaborate sessions, and to contribute to Online Discussions. Students are encouraged to read the recommended text and to consult other materials available from the UNSW Library.

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 use evidence-based and solution-focused decision-making.

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 participate collaboratively and responsibly in online discussion with classmates.

5: Responsible business practice

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

6: Global and cultural competence

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

7: Leadership development

Students will 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
Academic essay Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: 02/04/2024 11:59 PM Post Date: 23/04/2024 11:30 PM
Online contributions Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 13/05/2024 11:59 PM Post Date: 03/06/2024 11:30 PM
Marketing application Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: 07/06/2024 11:59 PM Post Date: 10/07/2024 03:00 PM

Assessment Details
Academic essay

Assessment Overview

Critical essay exploring marketing concepts and their application.

Course Learning Outcomes

- CLO1 : Describe and apply marketing-related terminology and concepts.
- CLO2 : Describe and apply marketing environment analysis tools and techniques.
- CLO3 : Describe and apply marketing strategy elements such as market segmentation, target market selection and market positioning.
- CLO4 : Describe and apply marketing implementation elements (7Ps of marketing – price, place, promotion, product, process, physical evidence, and people).

Detailed Assessment Description

Further detail will be available via Moodle prior to the start of semester.

Permitted use of Generative AI: SIMPLE EDITING ASSISTANCE

For this assessment task, you may use AI-based software to research and prepare prior to writing your assessment. You are permitted to use standard editing and referencing functions in word processing software. This is limited to spelling and grammar checking and reference citation generation in the creation of your submission. You must not use any functions that generate or paraphrase or translate passages of text, whether based on your own work or not.

Please note that your submission will be passed through an AI-generated text detection tool. If your marker has concerns that your answer contains passages of AI-generated text you may be asked to explain your work. 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.

Assessment Length

1500 words +/- 10%

Submission notes

Students must submit using the Assignment 1 Turnitin link on Moodle as a Word document.

Assignment submission Turnitin type

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

Online contributions

Assessment Overview

Students will contribute to online discussion boards which explore a wide variety of marketing concepts and their application.

Course Learning Outcomes

- CLO1 : Describe and apply marketing-related terminology and concepts.
- CLO2 : Describe and apply marketing environment analysis tools and techniques.
- CLO3 : Describe and apply marketing strategy elements such as market segmentation, target market selection and market positioning.
- CLO4 : Describe and apply marketing implementation elements (7Ps of marketing – price, place, promotion, product, process, physical evidence, and people).

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academic misconduct and possible penalties.

Assessment Length

3 x 200 word Discussion Board posts +/- 10%

Submission notes

Students will need to submit copy-pastes of their three best Discussion Board posts as a single Word document.

Assignment submission Turnitin type

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

Marketing application

Assessment Overview

Students will prepare a marketing plan for an organisation.

Course Learning Outcomes

- CLO1 : Describe and apply marketing-related terminology and concepts.
- CLO2 : Describe and apply marketing environment analysis tools and techniques.
- CLO3 : Describe and apply marketing strategy elements such as market segmentation, target market selection and market positioning.
- CLO4 : Describe and apply marketing implementation elements (7Ps of marketing – price, place, promotion, product, process, physical evidence, and people).

Detailed Assessment Description

Further detail will be available via Moodle prior to the start of semester.

Permitted use of Generative AI: SIMPLE EDITING ASSISTANCE

For this assessment task, you may use AI-based software to research and prepare prior to writing your assessment. You are permitted to use standard editing and referencing functions in word processing software. This is limited to spelling and grammar checking and reference citation generation in the creation of your submission. You must not use any functions that generate or paraphrase or translate passages of text, whether based on your own work or not.

Please note that your submission will be passed through an AI-generated text detection tool. If your marker has concerns that your answer contains passages of AI-generated text you may be asked to explain your work. 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.

Assessment Length

3500 words +/- 10%

Submission notes

Students will need to submit their Marketing Application as a single Word document using the Turnitin link in Moodle.

Assignment submission Turnitin type

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

General Assessment Information

Referencing

All referencing is to adhere to APA 7th Edition requirements.

Extensions and Special Consideration (School of Business, Postgraduate)

For assessment due during the semester: Your course convenor may approve extensions of up to five working days by email. Extension requests exceeding five working days must be submitted as a Special Consideration application.

For final assessments: All extension requests for final assessment items must be submitted as a Special Consideration application.

Extension requests and Special Consideration applications 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

Special consideration and application process: 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 assessments where a penalty applies,

- capped at five days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and

- no permitted variation.

Students are expected to manage their time to meet deadlines and to request extensions as early as possible before the 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 : 26 February - 1 March	Topic	Introduction
	Online Activity	Class Collaborate Session 1 - Welcome
Week 2 : 4 March - 8 March	Topic	The Marketing Environment
Week 3 : 11 March - 15 March	Topic	The Nature of Markets
Week 4 : 18 March - 22 March	Topic	Competitor and Industry Analysis
	Online Activity	Class Collaborate Session 2 - A1 Q and A
Week 5 : 25 March - 29 March	Topic	Supply Chains
Week 6 : 1 April - 5 April	Topic	Marketing Research and Analysis
	Assessment	Assignment 1 due
Week 7 : 22 April - 26 April	Topic	Designing and Implementing Marketing Strategy
	Online Activity	Class Collaborate Session 3 - A2 Q and A
Week 8 : 29 April - 3 May	Topic	Towards Customer Solutions
Week 9 : 6 May - 10 May	Topic	Pricing
Week 10 : 13 May - 17 May	Topic	Place/ Distribution
	Assessment	Assignment 2 due
	Online Activity	Class Collaborate Session 4 - A3 Q and A
Week 11 : 20 May - 24 May	Topic	Communicating Customer Solutions
Week 12 : 27 May - 31 May	Topic	Online Marketing
Week 13 : 3 June - 7 June	Topic	The Future of Marketing
	Assessment	Assignment 3 due

Attendance Requirements

Not Applicable - as no class attendance is required

General Schedule Information

The course includes 13 weeks of self-directed content.

Throughout the semester, we will hold a series of Class Collaborate sessions. Please see the course Moodle site for the session times.

- Welcome - Week 1
- Assignment 1 Q and A: Week 4
- Assignment 2 Q and A: Week 7
- Assignment 3 Q and A: Week 10

Students will be consulted as to whether further Class Collaborate sessions will be held throughout the semester.

Are Class Collaborate sessions mandatory? No, but they are a good opportunity to connect with colleagues and to discuss core concepts.

<u>Will Class Collaborate sessions be recorded?</u> Yes. All Online Classrooms will be recorded and available through the Class Collaborate link (view recorded sessions via the drop-down menu in the top-left of screen).

Course Resources

Prescribed Resources

Sharp, Byron. 2017. *Marketing: Theory, Evidence Practice.* Oxford University Press. ISBN: 9780190310073 (ebook).

Recommended Resources

Many relevant textbooks exist, normally with titles like 'Principles of Marketing' or 'Marketing Management'. Students are encouraged to consult the UNSW Library for access to ebook versions of these. If the book has been published within the past ten years, it will generally be relevant for this course.

Recommended reading/s and other resources will be made available on the course Moodle site.

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.

Feedback provided on earlier versions of this course has helped to ensure:

- Content and assignment requirements are practical, relevant and up-to-date; and;
- The quality and approach to student feedback is rich and valuable while also maximising the efficiency of its delivery.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Daniel Prior		Building 27, Room 208, School of Business, UNSW Canberra	+61 2 5114 5679	By email	Yes	Yes

Other Useful Information

Academic Information

Course Evaluation and Development

One of the key priorities in the 2025 Strategy for UNSW is a drive for academic excellence in education. One of the ways of determining how well UNSW is progressing towards this goal is by listening to our own students. Students will be asked to complete the myExperience survey towards the end of each course.

Students can also provide feedback during the semester via: direct contact with the lecturer, the "On-going Student Feedback" link in Moodle, Student-Staff Liaison Committee meetings in schools, informal feedback conducted by staff, and focus groups (where applicable). Student opinions really do make a difference. Refer to the Moodle site for your course to see how the feedback from previous students has contributed to the course development.

Important note: Students are reminded that any feedback provided should be constructive and professional and that they are bound by the Student Code of Conduct.

https://www.gs.unsw.edu.au/policy/documents/studentcodepolicy.pdf

Equitable Learning Services (ELS)

Students living with neurodivergent, physical and/or mental health conditions or caring for someone with these conditions may be eligible for support through the Equitible Learning Services team. Equitable Learning Services is a free and confidential service that provides practical support to ensure your mental or physical health conditions do not adversely affect your studies.

Our team of dedicated **Equitable Learning Facilitators** (ELFs) are here to assist you through this process. We offer a number of services to make your education at UNSW easier and more equitable.

Further information about ELS for currently enrolled students can be found at: https://www.student.unsw.edu.au/equitable-learning

Academic Honesty and Plagarism

UNSW has an ongoing commitment to fostering a culture of learning informed by academic integrity. All UNSW staff and students have a responsibility to adhere to this principle of academic integrity. All students are expected to adhere to UNSW's Student Code of Conduct. Find relevant information at: Student Code of Conduct (unsw.edu.au)

Plagiarism undermines academic integrity and is not tolerated at UNSW. It is defined as using the words or ideas of others and passing them off as your own, and can take many forms, from deliberate cheating to accidental copying from a source without acknowledgement.

For more information, please refer to the following:

https://student.unsw.edu.au/plagiarism

Submission of Assessment Tasks

Special Consideration

Special Consideration is the process for assessing and addressing the impact on students of short-term events, that are beyond the control of the student, and that affect performance in a specific assessment task or tasks.

Applications for Special Consideration will be accepted in the following circumstances only:

- Where academic work has been hampered to a substantial degree by illness or other cause;
- The circumstances are unexpected and beyond the student's control;
- The circumstances could not have reasonably been anticipated, avoided or guarded against by the student; and either:

(i) they occurred during a critical study period and was 3 consecutive days or more duration, or a total of 5 days within the critical study period; or

(ii) they prevented the ability to complete, attend or submit an assessment task for a specific date (e.g. final exam, in class test/quiz, in class presentation)

Applications for Special Consideration must be made as soon as practicable after the problem occurs and at the latest within three working days of the assessment or the period covered by the supporting documentation.

By sitting or submitting the assessment task the student is declaring that they are fit to do so and cannot later apply for Special Consideration (UNSW 'fit to sit or submit' requirement).

Sitting, accessing or submitting an assessment task on the scheduled assessment date, after applying for special consideration, renders the special consideration application void.

Find more information about special consideration at: https://www.student.unsw.edu.au/special/consideration/guide

Or apply for special consideration through your MyUNSW portal.

Late Submission of assessment tasks (other than examinations)

UNSW has a standard late submission penalty of:

- 5% per day,
- capped at five days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request extensions as early as possible before the deadline.

Electronic submission of assessment

Except where the nature of an assessment task precludes its electronic submission, all assessments must be submitted to an electronic repository, approved by UNSW or the Faculty, for archiving and subsequent marking and analysis.

Release of final mark

All marks obtained for assessment items during the session are provisional. The final mark as published by the university following the assessment review group meeting is the only official mark.

School Contact Information

Email: Business@adfa.edu.au