



**UNSW**

## UNSW Course Outline

# MARK2012 Marketing Fundamentals - 2024

Published on the 08 Dec 2023

## General Course Information

**Course Code :** MARK2012

**Year :** 2024

**Term :** Summer

**Teaching Period :** U1

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** Multimodal

**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 will introduce you to a sound understanding of core marketing concepts and stimulate your interest in exploring marketing strategies from a variety of perspectives. You will be provided with learning opportunities to consider and test concepts and ideas through real-

world business scenarios and case studies to identify marketing needs, provide solutions, and communicate decisions.

The course will cover cutting-edge marketing strategies and topics ranging from marketing research, digital marketing, pricing, value proposition, and branding to communicating with potential customers. The practice-based approach will allow you to develop foundational marketing skills that can be advanced in further marketing specialisations.

## Course Aims

The primary aim of this course is to introduce you to:

- Fundamental marketing theories and concepts
- Current marketing techniques and frameworks
- Marketing processes to effectively create, communicate, and deliver value to customers

For students taking the unit as part of the Bachelor of Commerce, with its Integrated First Year: It is expected that you will have completed or be near completion of all Integrated First Year courses in the BCom, or equivalent, before undertaking MARK2012.

This course is also available as general education and is normally taken outside the student's program study area. Availability of general education courses outside of the owning Faculty may be restricted by the Program Authority, usually because they are closely related to the study area of the student's program.

Students should devote 10-12 hours per week to maximise their learning experiences.

## Relationship to Other Courses

For students taking the unit as part of the Bachelor of Commerce, with its Integrated First Year: It is expected that you will have completed or be near completion of all Integrated First Year courses in the BCom, or equivalent, before undertaking MARK2012.

This course is also available as general education and is normally taken outside the student's program study area. Availability of general education courses outside of the owning Faculty may be restricted by the Program Authority, usually because they are closely related to the study area of the student's program.

# Course Learning Outcomes

| Course Learning Outcomes   | Program learning outcomes   |
|--|---|
| CLO1 : Identify and discuss core marketing concepts  | <ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO3 : Business Communication</li><li>• PLO6 : Global and Cultural Competence</li></ul>   |
| CLO2 : Apply marketing techniques and frameworks to offer business solutions                   | <ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO3 : Business Communication</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>   |
| CLO3 : Solve modern marketing problems using sustainable and responsible business applications | <ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li></ul> |

| Course Learning Outcomes   | Assessment Item   |
|--|---|
| CLO1 : Identify and discuss core marketing concepts  | <ul style="list-style-type: none"><li>• In-class Case Discussion</li><li>• Leadership Presentation (Group Assessment)</li></ul> |
| CLO2 : Apply marketing techniques and frameworks to offer business solutions                   | <ul style="list-style-type: none"><li>• In-class Case Discussion</li><li>• Leadership Presentation (Group Assessment)</li></ul> |
| CLO3 : Solve modern marketing problems using sustainable and responsible business applications | <ul style="list-style-type: none"><li>• Business Report (Individual Assessment)</li></ul>                                       |

## Learning and Teaching Technologies

Moodle - Learning Management System | Zoom | Microsoft Teams

## Learning and Teaching in this course

MARK2012 is a hands on course. The delivery of this course follows the format of synchronous tutorials each week (see course schedule for details), and asynchronous lectures. The tutorials will be conducted online, and 2 lectures each week will be released, pre-recorded. In addition, there will be an optional drop in hour (online). These activities will be supplemented by additional material made available via the course website on Moodle. Students are expected to read/complete all set tasks prior to the lecture and tutorials. The course will be conducted in an intensive 4 week period.

## Lectures

Lectures are intended to provide theoretical and conceptual understanding. Lectures will be available online earlier than their scheduled date to assist early preparation for tutorials and assessments, or for additional flexibility.

## Tutorials

Tutorials will comprise a combination of class discussions, case discussions, and class exercises, as well as general assessment feedback and guidance. The assigned cases and reading materials provide focus for in-class discussions and as well as theoretical grounding for application of new concepts. Marketing problems, in the form of cases, are assigned to enable students to apply knowledge and use critical thinking to make decisions. The pre-assigned study groups are a major support structure for this course and should be convened on a regular basis.

In addition, independent study is vital. Successful completion of MARK2012 requires an average of approximately 20-24 hours per week of study time.

It is important to note that in this course, there are dual responsibilities: Staff are responsible for providing a learning direction (project opportunity and access, theoretical information and assessment); Students are responsible for reading recommended materials prior to meetings, making intelligent contributions to discussions, clarifying ambiguities, demonstrating willingness to learn and to undertake activities that are important for learning. Students must complete set tasks and be active participants in MARK2012 and must show initiative by being proactive in their own learning.

## Live Q&A

As an additional support mechanism, optional drop-in weekly one hour live online Q&A sessions will be scheduled (timing and access link posted on Moodle) to offer additional opportunities for students to ask questions, or seek clarification on specific lecture topics or assessments. Please note that this is not a repeat delivery of the lecture material.

## Additional Course Information

This course applies an active learning pedagogy that is student-centred and focused on lively and enthusiastic engagement. Accordingly, students are expected to attend class with a positive attitude, a willingness to learn, and prepared to contribute. As this course is delivered in intensive mode during the Summer Term, students are advised to devote a minimum of 20-24 hours of

time per week to maximise the learning experiences (note: more time may be required in week 1 as this will cover the equivalent of 3 weeks' worth of content compared to regular terms).

# Assessments

## Assessment Structure

| Assessment Item   | Weight | Relevant Dates   | Program learning outcomes   |
|---|--------|--|---|
| In-class Case Discussion Assessment Format: Individual                | 30%    | Start Date: 04/01/2024 10:00 AM<br>Due Date: Tutorials 2-7 inclusive | • PLO1 : Business Knowledge<br>• PLO3 : Business Communication<br>• PLO6 : Global and Cultural Competence   |
| Leadership Presentation (Group Assessment) Assessment Format: Group   | 30%    | Start Date: As scheduled by tutor<br>Due Date: Not Applicable        | • PLO1 : Business Knowledge<br>• PLO3 : Business Communication<br>• PLO6 : Global and Cultural Competence<br>• PLO7 : Leadership Development                                    |
| Business Report (Individual Assessment) Assessment Format: Individual | 40%    | Start Date: 25/01/2024 09:00 AM<br>Due Date: 25/01/2024 03:00 PM     | • PLO1 : Business Knowledge<br>• PLO2 : Problem Solving<br>• PLO3 : Business Communication<br>• PLO5 : Responsible Business Practice<br>• PLO6 : Global and Cultural Competence |

## Assessment Details

### In-class Case Discussion

#### Assessment Overview

This activity supports development of complex problem solving.

Assesses: PLO1, PLO3, PLO6

BCom Students: MyBCom Course points for PLO6.

#### Course Learning Outcomes

- CLO1 : Identify and discuss core marketing concepts
- CLO2 : Apply marketing techniques and frameworks to offer business solutions

### Detailed Assessment Description

This assessment occurs within tutorials and is an important component of the active learning process. Students will identify and discuss appropriate marketing concepts and will apply these to marketing problems. In doing so, students will demonstrate discipline knowledge, critical thinking, and problem solving.

Starting from Week 1 Tutorial 2, until Week 4 Tutorial 7, active participation is expected in each tutorial (6 x 2hour tutorials total). Students will pre-read assigned case study material and contribute to lively discussion that demonstrates creative and critical thinking regarding application of relevant marketing knowledge (including topics and frameworks) from the allocated topics. This activity supports development of complex problem solving.

### Assessment Length

Student contribution is expected in each tutorial discussion.

### Assignment submission Turnitin type

Not Applicable

## **Leadership Presentation (Group Assessment)**

### Assessment Overview

Group Assessment.

Assesses: PL01, PL03, PL06, PL07

BCom Students: MyBCom Course points for PL07.

### Course Learning Outcomes

- CL01 : Identify and discuss core marketing concepts
- CL02 : Apply marketing techniques and frameworks to offer business solutions

### Detailed Assessment Description

Groups will be allocated at the direction of the Tutor. Each student group will be assigned a case study (from the course textbook) to lead for presentation to the class. As case study leaders, the group will be required to answer and engage with the set questions to convey relevant theory and show how it can be applied to solve problems relevant to the case. Case leaders will be expected to motivate critical inquiry and discussion among all class members to facilitate a collaborative learning experience that delves into the relevant topic(s) and ensures a rich body of knowledge is developed.

Creative and critical thinking relevant to the discipline and specific topics at hand as well as communication skills are keys to success this presentation.

#### **Submission notes**

Groups must present in their allocated week.

#### **Assessment information**

Presentation slides are required to be submitted via Turnitin link on Moodle.

#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

### **Business Report (Individual Assessment)**

#### **Assessment Overview**

The task requires students to demonstrate their understanding of the theory and practice of managing key marketing variables, the ability to apply the concept of UN SDGs to sustainable business decisions and communicate effectively.

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

BCom Students: MyBCom Course points for PLO5.

#### **Course Learning Outcomes**

- CLO3 : Solve modern marketing problems using sustainable and responsible business applications

#### **Assessment Length**

TBC

#### **Assessment information**

Assessment details will be posted on Moodle in Week 3.

#### **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## **General Assessment Information**

#### **Case discussion**

Students are required to read and analyse the assigned case study and answer the questions,

both of which are contained in the assigned textbook, and at times, additional questions on Moodle. Details of the assigned case studies are located on the Moodle course page.

Students will attend class and discuss the case study, which is facilitated by the assigned case leaders or tutor. This assessment task is oral and in-the-moment. A written submission is NOT required. Note that the case discussion task is about quality vs quantity of discussion, and the ability of students to engage in critical and original thinking with clear connection to course content. Students will have the opportunity to earn up to 5 marks (5%) per case study, per week.

### **Case Leadership Presentation**

Students will be allocated to groups at the direction of their tutor in week 1, Tutorial 1. It is expected that diverse work groups will be formed to simulate real world work environments. The Case Leadership presentation task requires the group to work together on the delivery of a professional and cohesive in class presentation, where each member must answer one of the case questions within a 3-5-minute timeframe as assigned. In addition, the allocated group are required to facilitate the in-class discussion to allow other students the opportunity to earn their participation marks for that case. This part of the case leadership task is worth 5% of the total course mark (recorded under Case Discussion).

### **Written business report**

The objective of this task is to use all of the knowledge and experience gained in the course to demonstrate your subject matter expertise of Marketing Fundamentals. This is a written report where a series of questions will be asked regarding situation featuring a business problem. The task will be made available in Week 4 (exact date and time TBC on Moodle). Students will have 3 hours\* to submit the written report to the Turnitin link on Moodle.

\*the actual task should take no longer than 2 hours to complete.

**Note:** If a student will miss scheduled tutorials, thereby missing class case participation or leadership, they are advised to contact their tutor at least 24 hours before the scheduled class for alternate submission with a deadline of normal class time. Failure to do so will result in a zero mark for the 5% allocated to that class participation. Students who make contact after class without approved special consideration will forego the mark opportunity.

### **Grading Basis**

Standard

## Requirements to pass course

To pass this course, you must:

- achieve a composite mark of at least 50 out of 100
- meet any additional requirements described on the course Moodle site
- attempt all assessment requirements in the course

## Notes:

- If a student enrols in this course it is expected that they will fully participate in all course activities.
- All times are Australian Eastern Standard timing. (Assessment timing may be subject to change. Any changes will be communicated via Moodle and course announcements).

# Course Schedule

| Teaching Week/Module             | Activity Type | Content   |
|----------------------------------|---------------|---|
| Week 1 : 1 January - 7 January   | Lecture       | Assessing the marketplace: Marketing Essentials (Chapters 1 & 4)<br>Understanding and Targeting the Market: Consumer Behaviour (Chapter 5)<br>Understanding and Targeting the Market: Segmentation, Targeting and Positioning (Chapter 6) |
| Week 2 : 8 January - 14 January  | Lecture       | Understanding and Targeting the Market: Marketing Research (Chapter 7)<br>Value Creation: Products and Branding Decisions Chapter 8) + Developing New Products (Chapter 9)  |
| Week 3 : 15 January - 21 January | Lecture       | Value Creation: Services (Chapter 10) + Marketing Ethics, Sustainability and CSR (Chapter 3)<br>Value Capture and Delivery: Pricing (Chapter 11)  |
| Week 4 : 22 January - 28 January | Lecture       | Value Capture and Delivery: Supply Chain (Chapter 12)<br>Value Capture and Delivery: IMC, Advertising, PR (Chapters 2 & 13)   |

## Attendance Requirements

Students are encouraged to view pre-recorded lectures prior to attending weekly tutorials.

Students are invited to attend the optional Q&A sessions.

**Students are expected to attend tutorials to earn related assessment marks. Failure to attend tutorials will result in missing assessments and zero scores for those components.**

## General Schedule Information

Posted on Moodle.

# Course Resources

## Prescribed Resources

The course website is on Moodle at:

<http://moodle.telt.unsw.edu.au>

You will need to access the course website regularly and you will be expected to participate in online learning activities accessible via the course website. Further details will be provided in Week 1.

The textbook for this course is available in hard copy and soft copy (ebook):

*Grewal D., Levy M., Mathews S., Harrigan P., Bucic T. and Kopanidis F (2021), Marketing (3e), McGraw-Hill Education, Sydney Australia. 9781760423889.*

Hard Copy:

Available in UNSW Bookshop; ask staff if you cannot locate it. The link is: <https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781760423889>

Soft Copy:

The ebook is available (Smart Book) via Moodle on the McGraw Hill Campus, Connect site. It is sold at a reduced price compared to the hard copy. Hard copies are also available at the UNSW library for reference.

## Staff Details

| Position | Name            | Email | Location | Phone | Availability   | Equitable Learning Services Contact | Primary Contact |
|----------|-----------------|-------|----------|-------|----------------|-------------------------------------|-----------------|
| Convenor | Tania Bucic     |       |          |       | by appointment | Yes                                 | Yes             |
| Tutor    | Balu Varghese   |       |          |       | by appointment | No                                  | No              |
|          | Stephen Enemark |       |          |       | by appointment | No                                  | No              |

# 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 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.