1. COURSE STAFF
   Lecturer: Ting Yu
   Office: JG 318 (Week 1-5)
   Quadrangle Building 3012
   (From Week 6 onwards)
   Phone: 02-9385 1284
   Email: t.yu@unsw.edu.au
   Consultation times: Thursday 3 – 5 pm or by appointment

1.1 Communication with staff
The above office hours are only a suggestion of the time when I am likely to be in the office. However, I am generally available to answer questions or inquiries. You can email or call me on the phone; alternatively you can see me in person. If you’re thinking of dropping by my office it’s always a good idea to bounce me an email first. That way there is more of a chance of me being there 😉.

2. Information about the Course

2.1 Teaching times and locations
Lecture: Wednesday 14:00-16:00
Venue: Ritchie Theatre (K-G19-LG02)

2.2 Units of credit
GENC6001 is a 3 credit-point subject.

2.3 Relationship of this course to other course offerings
GENC6001 is a general education course, which aims to provide student with a basic introduction to marketing concepts.

2.4 Approach to learning and teaching
This course is constructed so as to challenge you, encourage you to develop independent thinking and to take responsibility for your own learning. From experience, I have found that students are more receptive to learning when relevance and realism are present. Therefore a student-centred and process based approach is taken in this course. By exposing you to the basic concepts and situations in marketing it will enable you to become conversant with the terminology, frames of reference, and approaches to research employed by marketing practitioners, academics and researchers.

3. Course Aims and Outcomes

3.1 Course aims
Marketing today is a continually evolving discipline concerned with the creation of ‘values’ and their exchange between marketers and their customers. It is a dynamic, highly stimulating and challenging field of contemporary business studies. It has been defined as the business function that determines customer needs, identifies target markets that the company can serve better than its competitors, designs marketing strategy and develops plans and programs to serve
these markets effectively and efficiently. Since the basic purpose of business "is to create a customer", the way to grow a business is through marketing. Because of these, marketing has often been equated with creativity and viewed as the most important function in business.

What are we going to learn?
Everywhere we go, every time we buy, when we eat, when we drink, we are exposed to marketing. Why do we wear Nike shoes instead of Reebok, Levi’s instead of no-name brand jeans? Why do we prefer BMWs to Volvo’s? How do we make our decisions? What influences us in our choices? The beauty of marketing is that it is not restricted to those who want to be specialist marketers – what you learn in this subject will be of value to you for the rest of your lives as consumers and as members of the business community.

This course has been designed to provide students with a basic introduction to marketing concepts. The basic aim of this course is to expose students to the fundamental concepts in modern marketing and provide them opportunities to apply these in problem solving and decision making in marketing. It is intended to serve as a foundation for further studies in business by developing an overview of where the marketing function fits within the larger organization and what framework marketing provides for helping with the conduct of a business. The structure of the course puts emphasis on the development of conceptual understanding of marketing problems through application and analysis.

3.2 Student learning outcomes
The broad objective of the course is to introduce students to major concepts and theories relevant to the study and practice of marketing. Specifically, the course aims to achieve the following:

- Clear up the general misconception that marketing is just “sales” or “advertising” by showing that understanding customer needs and satisfying them is a sophisticated process, which requires a good understanding of many concepts.
- Illustrate how the marketing function operates within companies, what it does, what it should be doing, how does it help make the company successful? Show the universal nature of the marketing concept, wherever there are people there will be marketing. Be it a business market, consumer goods, services, non-profit organisations, marketing will have a role. Many non-traditional marketers, lawyers, theatre groups, community groups etc are increasingly looking at marketing to help them achieve their goals.

From the student’s perspective the subject aims to help you obtain the following skills:

- Improved “people” skills, through group work.
- Improved presentation skills.
- Conversant with the terminology and approaches to marketing
- Develop skills related to critical analysis and problem solving in marketing
3.3 Teaching strategies
Since there are no tutorials in this course, the lectures are designed to be as interactive as possible. Extensive use will be made of case studies to illustrate how various companies have implemented aspects of the marketing concept. After analysing the cases, class questioning and discussion will be utilised to extract the key concepts and implications. It will be presumed that you have completed the required reading for the week before attending the lecture.

4. Student Responsibilities and Conduct
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, coming in late, talking in class, are not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

It is expected that you will spend at least five hours per week studying a 3 UOC course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

For information on your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing's website. http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies

4.1 Attendance
Your regular and punctual attendance at lectures is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

5. Learning Assessment

5.1 Formal requirements
In order to pass this course, you must:

- achieve a composite mark of at least 50; and
- achieve at least 50% from the individual component of assessment (see below).

If you do not pass the individual component, then you will receive a UF grade. Tough I know, but what doesn't kill you only makes you stronger. ☺
5.2 Assessment details

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Component Weighting</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Major Project</td>
<td>30%</td>
<td>4 pm, Thursday, 25 October 2007</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>10%</td>
<td>Throughout session</td>
</tr>
<tr>
<td>Research Participation*</td>
<td>5%</td>
<td>TBA</td>
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<tr>
<td>Final Exam*</td>
<td>55%</td>
<td>TBA</td>
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<td>100%</td>
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*You have to pass this component to pass the subject!

**Major Project (30%) (GROUPS OF FIVE OR SIX)**
As a group of marketing consultants, you are required to evaluate the current marketing strategies of a chosen brand/product (refer to the appendix for the list) in terms of its product, price, promotion and place (distribution), and then recommend how the company may improve one or more of these marketing elements. The recommendation(s) needs to be appropriate and realistic for the company and product chosen. Refer to the appendix for more details.

Choose your group members wisely. It is important to note that management of group dynamics is your responsibility. Keep in mind that assignment of clear responsibilities as well as development of consistent group norms, such as regular meetings, communication, and division of labour, is essential for cohesive group performance.

Nevertheless, we will have peer evaluation of individual contribution to group work at the end of the semester if there is any dispute about the individual contribution. Hence, if there is any dispute, how your group peers assess your performance within the group will influence the marks that you receive at the end.

**Group Presentation (10%) (GROUPS OF FIVE OR SIX)**
Form a group of 5 or 6 members and choose a brand/product and the day in which you will present it. The Presentation Schedule can be found later in this course outline.

You are to make an in-class presentation based on a “brand/product” case study. You are not required to provide any written work for this part of the assessment, however you will be expected to supply me with a copy of any handouts/overheads that you use during the presentation at least 10 minutes before the presentation starts. All group members must actively participate during the presentation.
**Number of students per group:** 5 – 6

**Main Tasks:**

1. Critically evaluate the current marketing strategies (e.g. target market, product, price, distribution, promotion) employed by the brand/product chosen.

2. Based on your evaluation, provide a set of recommendations for the brand/product chosen. The recommendation will need to be supported and justified by marketing theories and/or empirical evidence/data.

**Presentation Time:** 10 - 15 minutes, plus 5 minutes for questions.

**Marking criteria:** A copy of the evaluation criteria is contained on page 7.

**Some basic tips for making a good PowerPoint presentation:**

- Engage your audience with eye contact and the spoken word. PowerPoint only supports your words.
- Don’t over-complicate your slides with too much information.
- Keep it relatively simple.
- Minimise number of slides.
- Don’t simply read the PowerPoint.

Again, choose your group members wisely. It is important to note that management of group dynamics is your responsibility. Keep in mind that assignment of clear responsibilities as well as development of consistent group norms, such as regular meetings, communication, and division of labour, is essential for cohesive group performance.

Nevertheless, we will have peer evaluation of individual contribution to group work at the end of the semester if there is any dispute about the individual contribution. Hence, if there is any dispute, how your group peers assess your performance within the group will influence the marks that you receive at the end.
Evaluation criteria for group presentation

Time and Date: __________________________________________________

Product/Brand: __________________________________________________

Team members: __________________________________________________

1. Identification of case issues (i.e. Adequate background information provided? The unique characteristics of this brand/product have been appropriately discussed? Key issues facing in this brand/product accurately identified and critically discussed? Marketing concepts well integrated with the analysis?)

/10

2. Case issues effectively addressed using marketing concepts/frameworks (i.e. Marketing concepts well applied to address the issues identified? Demonstrated a sound knowledge of the topic? Options for resolving the issues clearly identified? Good rationale provided for choosing an option(s)/recommendation(s)? Appropriate external material/supporting evidence presented?)

/10

3. Presentation and Audience involvement (i.e. Well-organised and presented? Appropriate and effective use of exhibits and visual aids? Convincing and interesting? Appropriate time management? Effectively and creatively encouraged audience involvement? Presentation tailored to target audience?)

/10

Overall mark: ________ /10

Overall comments:

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________
**Research Participation (5%)**

You have a choice of participating in a faculty run research project when such a project becomes available. Available research projects will be announced in class together with a list of randomly drawn student ID numbers selected for the project. If your ID number is selected and you decide to participate you will receive 5% credit in the course as incentive for taking part in the research project.

Alternatively, if your ID number is not selected or you decide not to participate in the research project you will hand in a two page review of one academic article. Further information about the academic article and the due date for the review will be announced during the semester.

**Final Exam (55%)**

I will advise you on the structure of the final exam later in the semester. The provisional exam timetable does not come out before the last couple of weeks of the session; hence we will not know the date and the location of the final exam until much later in the session. Be aware that the final examination may fall at any time during the formal examination period. The scheduling of examinations is controlled by the University administration. **No early examinations are possible.**

The University’s key dates relating the formal examinations, as well as other key dates, are located at: [https://my.unsw.edu.au/student/resources/KeyDates.html](https://my.unsw.edu.au/student/resources/KeyDates.html)

One thing that I can tell you at this stage is that the exam will be a 2-hour closed-book exam, and is likely to include a case study.

**5.3 Assignment submission procedure**

Assignments are to be submitted on or before the due date by lodging in the marked essay box located on the 3rd floor, Quadrangle Building Eastern Wing.

**5.4 Late submission**

Late submission will incur a penalty of 10% of the percentage weight of the assessment component per day after the due date and will not be accepted after 5 working days.

**Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments.** Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Information about late submission of assignments, including penalties, is also available on the School of Marketing’s website [http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies](http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies)
5.5 **Special consideration and supplementary examinations**
Details relating to procedures for special consideration and supplementary exams can be found at:

http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=Current_SpecialConsideration

**NOTE:** You only have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

5.6 **Assignment format**
Please refer to the attachment for the final report format.

6. **Academic Honesty and Plagiarism**
The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: www.my.unsw.edu.au/student/atoz/Plagiarism

<table>
<thead>
<tr>
<th>Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;</td>
</tr>
<tr>
<td>• paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;</td>
</tr>
<tr>
<td>• piecing together sections of the work of others into a new whole;</td>
</tr>
<tr>
<td>• presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,</td>
</tr>
<tr>
<td>• claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†</td>
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</tbody>
</table>

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism. The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.
Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms. The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at: www.lc.unsw.edu.au/plagiarism
The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:
| correct referencing practices; |
| • paraphrasing, summarising, essay writing, and time management; |
| • appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts. |

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* Examples include:

† Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism. The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism. Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms. The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at: www.lc.unsw.edu.au/plagiarism
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| correct referencing practices; |
| • paraphrasing, summarising, essay writing, and time management; |
| • appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.
Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.

7. STUDENT RESOURCES

7.1 Course resources

Prescribed text


Web-Vista

Additional assignment instructions, course announcements and some additional material will be posted on Web-Vista throughout the semester. Please check Web-Vista regularly, and at least twice a week.

Additional content resources

Some newspapers, magazines and journals that contain articles about marketing are:

<table>
<thead>
<tr>
<th>Newspapers/Magazines</th>
<th>Academic/Practitioner journals</th>
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<tbody>
<tr>
<td>Business Review Weekly</td>
<td>Journal of Marketing</td>
</tr>
<tr>
<td>Australian Financial Review</td>
<td>Harvard Business Review</td>
</tr>
<tr>
<td>The Australian (Marketing section)</td>
<td>Australian Marketing Researcher</td>
</tr>
<tr>
<td>B&amp;T Magazine</td>
<td>Journal of Consumer Research</td>
</tr>
<tr>
<td>Advertising News</td>
<td>Journal of Advertising</td>
</tr>
<tr>
<td>Sydney Morning Herald (Business section)</td>
<td>Journal of Advertising Research</td>
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<tr>
<td>Advertising Age</td>
<td>Journal of Retailing</td>
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<tr>
<td>Adnews</td>
<td>Journal of Marketing Management</td>
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<tr>
<td></td>
<td>European Journal of Marketing</td>
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<tr>
<td></td>
<td>Australian Journal of Management</td>
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<td></td>
<td>Journal of services marketing</td>
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**Additional useful textbook readings:**


**7.2 Other resources, support and information**

The University and the Faculty provide a wide range of support services for students, including:
- Learning and study support; Counselling support; Library training and support services; Disability support services.

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:
- Examination procedures and advice concerning illness or misadventure; Supplementary Examinations; Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see [http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=S_Current].

**8. CONTINUAL COURSE IMPROVEMENT**

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process ([http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm](http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm)) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25/07/07</td>
<td>Overview</td>
<td>Text Ch.: 1, 2</td>
</tr>
<tr>
<td>2</td>
<td>1/08/07</td>
<td>Focusing on the 'right' customer group – target market and segmentation</td>
<td>Text Ch.: 5</td>
</tr>
<tr>
<td>3</td>
<td>8/08/07</td>
<td>Who is the customer – consumer marketing and business marketing</td>
<td>Text Ch.: 6 &amp; 7</td>
</tr>
<tr>
<td>4</td>
<td>15/08/07</td>
<td>What are you offering – products and services</td>
<td>Text Ch.: 8</td>
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<tr>
<td>5</td>
<td>22/08/07</td>
<td>What about a new range of products and services • New product development</td>
<td>Text Ch.: 9</td>
</tr>
<tr>
<td>6</td>
<td>29/08/07</td>
<td>Telling customers about your offering • Promotion and advertising</td>
<td>Text Ch.: 14, 15</td>
</tr>
<tr>
<td>7</td>
<td>5/09/07</td>
<td>Finding out what your customers want? • market research</td>
<td>Text Ch.: 4</td>
</tr>
<tr>
<td>8</td>
<td>12/09/07</td>
<td>Distributing your products and services</td>
<td>Text Ch.: 12, 13</td>
</tr>
<tr>
<td>9</td>
<td>19/09/06</td>
<td>How much to charge for your offering? • Pricing Ethics</td>
<td>Text Ch.: 10, 11, 3</td>
</tr>
<tr>
<td>10</td>
<td>3/10/07</td>
<td>• Putting it all together: Marketing strategy • Quiz (not assessable)</td>
<td>Reading: Text Ch.: 2 Quiz: Topic 1-9</td>
</tr>
<tr>
<td>11</td>
<td>10/10/07</td>
<td>Strategy Implementation (Guest Lecture)</td>
<td>Text Ch.: 16</td>
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<tr>
<td>12</td>
<td>17/10/07</td>
<td>Revision</td>
<td>Topic 1-11</td>
</tr>
<tr>
<td>13</td>
<td>24/10/07</td>
<td>(No Lecture)</td>
<td>Project Completion</td>
</tr>
<tr>
<td>14</td>
<td>31/10/06</td>
<td>(No Lecture)</td>
<td>Exam Preparation</td>
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<tr>
<td>Week</td>
<td>Brand/Product 1</td>
<td>Brand/Product 2</td>
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<td>3</td>
<td>McDonald's</td>
<td>KFC</td>
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<td>4</td>
<td>Qantas</td>
<td>Virgin Blue</td>
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<td>5</td>
<td>Ford</td>
<td>Honda</td>
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<td>Microsoft</td>
<td>Apple-iPod</td>
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<td>7</td>
<td>SKII</td>
<td>Avon</td>
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<td>Nike</td>
<td>Reebok</td>
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<td>Coles</td>
<td>David Jones</td>
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<td>Optus</td>
<td>Telstra</td>
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<tr>
<td>11</td>
<td>ANZ</td>
<td>Commonwealth Bank Group</td>
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APPENDIX: MAJOR PROJECT INSTRUCTIONS

Task
As a group of marketing consultants, you are required to evaluate the current marketing strategies of a chosen brand/product (choose one brand/product from the list below) in terms of its product, price, promotion and place (distribution), and then recommend how the company may improve one or more of these marketing elements. The recommendation(s) needs to be appropriate and realistic for the company and product chosen.

List of the brand/product
Choose ONE of the following brands/products for your major project:

- Guess
- Camper Shoes
- NAB (National Australia Bank)
- BMW
- OMEGA watches
- Target
- Burger King
- IBM

Assignment Type: Group assignment (groups of five or six).

Page Limit:
20-25 pages (excluding title page and technical appendix, but including executive summary and references).

Due Date: 4pm, Thursday, 25 October 2007. Assignments are to be submitted on or before the due date by lodging in the marked essay box located on the 3rd floor, Quadrangle Building Eastern Wing. Electronic submission will not be accepted.

Assignment Value: 30%

Additional requirements for presentation style:
- Font: Headings - Font 14 or 16; main text - Font 12. Times New Roman is preferable.
- Margin: 2.5 cm
- Space: Double spaced throughout the paper except executive summary
- No plastic folder: Just staple or bind the papers/report
- Presentation style for Executive Summary: Font 12, 1.5 spaced, no more than one page. A separate page for executive summary.
- All the reports must be typed.

You must reference all the sources used (to form your ideas, arguments and analysis) throughout the report and make a reference list at the end of the report.
Major Project Format

1. Cover Sheet
   (Please make sure you use the standard cover sheet supplied by the School of Marketing, UNSW, and signed and dated)

2. Table of Contents

3. List of Tables and Figures (if applicable)

4. Executive Summary
   You should only briefly summarise the key conclusions of your analysis, marketing objective(s) to be achieved and recommendation(s) proposed.

5. Marketing Objective(s)
   A line or two to identify the marketing plan objective you would like to achieve, and you should use it to guide your analysis, and to form alternatives and recommendations in the later sections. One objective is appropriate and easier to handle. You must not identify more than two objectives.

   In this section, you evaluate the current product, price, promotion and place strategies employed in terms of their positive and negative points.

Before you evaluate the current marketing strategies employed, you need to critically discuss the relevant marketing theories that will help you to analyse and evaluate the current marketing strategies. In addition to GENC6001 text, you should at least read one recent marketing journal article (published no later than 1990) that is related to the marketing theories you are going to apply to form your analysis and evaluation. Please attach at least one of the key articles to your assignment as an appendix.

You must reference all non-original work.
7. **Generation and Evaluation of Alternative Solutions**

While you can have a very large number of possible alternatives to achieve the objective(s) identified, it is your task to identify and evaluate a number of the more appropriate ones. Based on your analysis, you should identify no more than three alternatives (or recommended strategies).

Each alternative solution should be briefly outlined and *then evaluated in terms of its advantages and disadvantages* (strong and weak points). Use valid supporting evidence to develop and evaluate each alternative (strategy). It is not necessary to make a statement in this section as to which alternative is considered best – this is stated in the next section. Do not recommend theory or ideas in this section. Practical and specific alternative (strategy) is required.

You must reference all non-original work, which has helped you to develop and evaluate alternatives, even just using others’ ideas.

8. **Recommendation(s) + Implementation**

8.1. **Recommendation(s)**

This section should state which of the alternative solutions (either singly or in combination) identified in section 7 are recommended for implementation. You should briefly justify your recommended strategy based on your previous analysis, explaining how it will help you to achieve the objective identified.

8.2. **Implementation**

In this section you should specifically explain how you would implement the recommended solutions. *What* should be done, by *whom*, *when*, in *what sequence*, what will it *cost* (rough estimates) and other such issues.

*Remember*, if a recommended solution cannot be realistically implemented, then it is not solution at all.

9. **References**

At least 10 references from 10 different sources (i.e. Newspaper, business magazines, textbooks, or academic journals) should be listed/used for your final project. The non-academic journal articles used should be recent (published after 2003) since you are recommending a strategy for the current situation, unless you are doing historical or business trend analysis. The above (published after 2003) rule is not applicable to the academic journal articles.

12. **Appendix**
Marking Criteria for the Major Project

Contents/Analysis (total: 75%)

- Appropriately identify the marketing plan objective(s) to be achieved. Analyse the current marketing strategies employed (i.e. product, price, promotion and place) based on valid and updated resources. (25%)

- Develop and evaluate the alternatives objectively, consistent with the marketing plan objective(s) identified and the analysis conducted above. (25%)

- Form recommendations and implementation plan consistent with analysis and supported by convincing and clear arguments. Also carefully evaluate the recommendations based on logical analysis. (25%)

Others (total: 25%)

- Meet the assignment submission guidelines (i.e. No. of references, presentation format, structure, following the instruction, word length requirement, reader friendly…etc), writing (i.e. write clearly & accurately, expression, spelling, diction, grammar, punctuation…etc), and consistent referencing style.

The analysis, alternatives and recommendations made MUST be supported by the course text used, relevant news articles and/or academic articles. The emphasis is not on bulk writing but clearly expressed and supported arguments, as well as creative ideas. Bullet points, diagrams and graphs are encouraged. Make sure the plan is a coherent document from start to finish. The completed plan should be something you are proud to share with current/prospective employers and should therefore be an excellent example of business writing and presentation.