The Teaching Team

Lecturer-in-Charge:

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Consultation Hours:
Monday 2-30 pm – 3-30 pm
Tuesday 2-30 pm – 5-30 pm

Associate Lecturers/Tutors:

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<table>
<thead>
<tr>
<th>Lecture Time:</th>
<th>Monday Mornings 12-00 am - 2-00 pm</th>
<th>Venue: CLB 3</th>
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<tbody>
<tr>
<td>Time:</td>
<td>Monday Evenings 4-00 pm - 6-00 pm</td>
<td>Venue: WEBSTER A</td>
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<tr>
<td>Tutorials:</td>
<td>As selected. Allocated time: 1.5 hours/week</td>
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MARK1012 Marketing Fundamentals

SUBJECT DESCRIPTION

Marketing – a discipline concerned with creation of ‘value’ and exchange of ‘values’ between marketers and their customers - is a dynamic and highly stimulating 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.

Marketing Fundamentals (Mark1012) has been designed to provide students with a basic introduction to marketing concepts. This course 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, what the roles and duties of a marketing manager are, and what framework marketing provides for helping with the conduct of a business. It aims to expose students to the basic concepts, tools and techniques in modern marketing and provide them opportunities to apply these in problem solving and decision making in the area of marketing.

Mark1012 is an introductory course designed to prepare students for further study across the broad spectrum of product, service, consumer, business-to-business, global and social marketing. The structure of this course puts emphasis on developing conceptual understanding of marketing problems. It will be taught in an application-oriented fashion. The various marketing management concepts and principles will be taught through brief lectures, tutorials, class discussions, problem solving and case analysis. The emphasis is on experience-based learning. The course will largely focus on the activities of a marketing manager operating within an individual firm.

COURSE OBJECTIVES

The objective of the course is to introduce students to major concepts and theories relevant to the study and practice of marketing. After completing the course, students should become conversant with the terminology, frames of reference, and approaches to research employed by marketing practitioners, academics and researchers and develop skills related to critical analysis and problem solving in marketing. A related, second objective of the course is to stimulate students to pursue further studies in the subject while providing a firm foundation for it.
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**SOURCES OF INFORMATION: TEXTBOOK/READINGS**

**Required Text:**

**Additional Recommended reading:**

**Books**

**Journals**
Students should also consult a wide range of journals, such as the following

- Journal of Marketing
- Journal of Marketing Management
- Harvard Business Review
- Industrial Marketing Management
- B&T Weekly
- Australian Marketing Journal
- Journal of Consumer Research
- European Journal of Marketing
- Australian Journal of Management
- AdNews

It is also recommended that students access other sources of information about marketing, marketing management, marketing research and consumer behaviour. In this regard, the library at the University of New South Wales is an invaluable resource. From time to time, additional articles and research papers may be placed in Open/Closed Reserve. These will be referred to in lectures.

**Internet**
For modern marketing, Internet is a very useful source of information. Access to databases such as Business Periodicals Index (International Business), APAIS (Australian) and others is possible through computer terminals located in the UNSW library.
There are a large number of sites on marketing. Some common ones include the following:
http://www.yahoo.com/Business_and_Economy/Marketing/
http://www.yahoo.com/Social_Science/Economics/Marketing/
http://www.yahoo.com/Social_Science/Economics/Marketing/Professional_Organizations/American_Marketing_Association_AMA/
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COURSE REQUIREMENTS

Students are required to do the following for this course:

1. Complete assigned readings, attend all classes* and participate in class discussions.
2. Complete assignments and project on time
3. Complete all mini-tests and examinations
4. Complete the research component

* “If you attend less than 80% of classes in a course you may be refused final assessment.” Student Guide UNSW

For the case presentation and the major project, students must organize themselves into groups of no more than four members. All the group members should belong to the same tutorial class.

Students must submit, to their respective tutors, a list of the members in their groups, including full names, student numbers, tutorial time, day and location, during the Week Four tutorial session.

COURSE ASSESSMENT

Assessment will be on the following basis:

Individual Components
- One mini-test (in lectures) 8%
- A case based test (in tutorials) 8%
- Final Examination 40%

Group Components
- Written case analysis and Presentation & Contribution to group discussions, leadership and participation 15%
- Group Project 25%

Research Component 4%

TOTAL 100%
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**Mini-test (8%)**

A mini-test worth 8 marks will be conducted during the lecture sessions in Week 6 or 7. It will be 25/35 minutes in duration and will consist of true/false and multiple-choice questions. It will be based on the text, lectures and tutorials, and the readings covered between weeks 1-6. More information about these tests will be provided later.

*In exceptional circumstances, i.e., illness of the student, make-up mini-tests may be conducted. However, a medical certificate must be submitted through the NewSouth Q. The results of the tests will be released within 2 weeks after they are held.*

**Final Examination (40%)**

The final examination will cover the entire course. The final examination will be three hours in duration, closed book and will comprise essays and short-answer questions. It will be held during the examination period and timetabled by the University. Request for conducting an early final examination **WILL NOT** be entertained.

**VERY IMPORTANT!**

To pass the course **YOU MUST SCORE AT LEAST 37.5% [15 out of 40] in the final examination.**

**TUTORIAL ASSESSMENT**

*Written case analysis and Presentation & Contribution to group discussions, leadership and participation (15%)*

Each group will present a marketing case in the later half of the session. Students are expected to go beyond the information in the textbook and lectures to have a deeper understanding of the topic. Library and/or other secondary research are required.

For the Case analyses – written and oral - marks will be allocated according to students' performance on the three areas. The weighting of marks is relatively even between background research, critical analysis and presentation.

Students must actively participate in tutorial discussions. Each group will also be asked to be discussion leader for a second case. This will require familiarity with the case, ability to develop constructive questions and willingness to engender a positive discussion environment.
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**Case Based Test (8%)**

Each student will sit for a case based test in tutorial Week 12 or 13. This test is worth 8 marks. The case will be distributed to you one week before the test date so that you may prepare it at home. **Please note that these are in addition to other tutorial work scheduled in the tutorials of those weeks.**

**THE RESEARCH COMPONENT (4%)**

Many of the marketing theories and models discussed in the course are the result of academic research with regard to consumers and their decision-making behaviour. **The research component** is designed to introduce you to the research process and some of the concepts in marketing research and consumer behaviour and give you an opportunity to participate in the research process yourself.

How to fulfil this requirement of the course would be announced later.