

THE UNIVERSITY OF
NEW SOUTH WALES



Australian School of Business
School of Marketing

**MARK1012
MARKETING FUNDAMENTALS**

**COURSE OUTLINE
SESSION 2, 2007**

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1. COURSE STAFF

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1.1 Communication with Staff

For contact outside of tutorial time, please use the above-listed details. Staff will be available for consultation at the specified times. If you require contact outside of this time, please email or phone the staff member with your question or to negotiate an alternate and mutually suitable consultation arrangement.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations

Updated information regarding tutorial times and locations can be found on the School of Marketing website:

www.marketing.unsw.edu.au/TIMETABLE/S2UG.pdf

Please check the website for most current information. The lectures will be at the following times and locations:

THURSDAY	9am-1pm in CLB 7
THURSDAY	2pm-4pm in CLB 1

You **MUST** go to your designated lecture time. You **MUST** enrol in tutorials via my.unsw.edu.au – this is the only way to do it. You can **ONLY** attend the tutorial in which you are enrolled. Tutors can **NOT** allow you to change tutorials for OH&S reasons. Choose carefully as spaces fill up quickly.

2.2 Units of Credit

MARK1012 is a 6 credit point subject.

2.3 Parallel teaching in the course

There are no pre- or co-requisites for MARK1012.

2.4 Relationship of this course to other course offerings

Marketing Fundamentals (MARK1012) has been designed to provide students with a basic introduction to marketing concepts. This provides an ideal overview of the marketing discipline to enable students to be well equipped with knowledge of fundamentals, enabling active engagement in specialised subjects in the major.

Mark1012 is your passport to enter the fascinating world of the Marketing discipline. This is the first course that you must enrol in if you intend to graduate with a “Marketing Major”. This introductory course has been designed 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. As such, Mark1012 is a prerequisite for advanced marketing courses such as Consumer Behaviour (Mark2051), Marketing Research (Mark2052), Market Analysis (Mark2054), Industrial Training 1 (Mark2999), International and Global Marketing (Mark3071) and New Product and New Service Development (Mark3091). In short, this course prepares students for further study across the broad spectrum of product, service, consumer, business-to-business, global and social marketing.

2.5 Approach to learning and teaching

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.

This course focuses on the role of a marketing manager operating within an individual firm. The structure puts emphasis on two main areas: (1) the development of a

conceptual understanding of marketing problems, and (2) application of this understanding through experience-based learning activities. I have organised the course in this manner because I believe that the activities and exercises engage students in a suitable and effective way, enabling a deeper understanding of issues critical to marketing. This occurs through tasks encouraging the development of reasoning and application skills. From experience and student feedback, it is best to support the development of learners by setting pre-meeting tasks (eg readings), presenting information (eg lecture), reinforcing with practical examples (eg videos, in-lecture examples, tutorial work) and then allowing students to apply the information (eg projects, assessments).

In this course, students must ensure that they have read recommended materials prior to meetings (lectures and tutorials), they must contribute to discussions, make clear any ambiguities and be willing to learn and to undertake activities that are important for learning. Students must complete set tasks and be active in lectures and tutorials **AND** they must also be proactive in their own learning. The best learning happens when a student wants to learn.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

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:

- i. Clarify 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 inter-related concepts.
- ii. Illustrate how the marketing function operates within companies, what it does, what it should be doing, how it helps to make the company successful.
- iii. Show the universal nature of the marketing concept – ie. where there are people there will be marketing. Whether it is a business market, consumer goods, services or non-profit organisation, 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.
- iv. Encourage the development of interpersonal skills that are useful for marketing management roles.

3.2 Student Learning Outcomes

This subject aims to assist you in obtaining the following learning outcomes:

1. Further development of public speaking and interpersonal skills using groupwork activities and tutorial exercises.
2. Gain increased confidence in making presentations to an informed audience.
3. Become confident and conversant with the terminology, frames of reference, and approaches to research employed by marketing practitioners, academics and researchers
4. Further develop critical analysis and problem solving competencies in marketing
5. To practise and apply effective groupwork activities (time management, task division, responsibility sharing, negotiation, conflict resolution)

3.3 Teaching Strategies

MARK1012 is taught using the format of a lecture and tutorial series. Lectures are used to present main concepts and supporting examples. This is done with the use of discussions, videos, powerpoint presentations. The use of multimedia supports the topics covered by engaging students and setting a context for the material. This promotes understanding and encourages participation.

Tutorials are used to give students an opportunity to engage in learning exercises, projects and discussion in small groups. Tutorials encourage a high level of student involvement to ensure understanding of topics. Students will also have an opportunity to apply learned concepts in a hands-on project. To maximise potential value derived from lectures, students are expected to have read the prescribed material (eg text book chapters) prior to attending the corresponding lecture and tutorial.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For additional information regarding 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 Workload

It is expected that you will spend at least **ten hours** per week studying this 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.

NB: Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities. This is particularly important for first year subjects.

4.2 Attendance

Your regular and punctual attendance at lectures and tutorials 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.

4.3 General Conduct and Behaviour

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, is not acceptable and students may be asked to leave the class. Likewise, it is not acceptable to be talking in lectures or tutorials when the instructor is speaking, or turning up to class late.

If you find that you are having difficulties with this subject, please approach your tutor as a first port-of-call – all tutors have consultation times in which they are available to see you. If issues cannot be resolved there, please contact the Lecturer-in-charge (details on page 3). At consultation times, you should feel free to approach staff about

any subject related issue – for example, lecture material, tutorial activities, learning difficulties, assessment details, groupwork, etc.

More information on student conduct is available at: www.my.unsw.edu.au

4.4 Keeping informed

You should take note of all announcements made in lectures, tutorials or on the course web site [through: vista.unsw.edu.au]. You will be able to download lecture notes from this site, post and read discussion comments and view other material that is relevant to the course. It is YOUR responsibility to check VISTA.unsw.edu.au **AND** your official university email account. Staff will assume that you are upto date with current information and latest announcements. Furthermore, from time to time, the University will send important announcements to your university email address without providing you with a paper copy. You will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

The formal requirements to pass this course are outlined below:

In order to pass this course, you must:

- achieve a composite mark of at least 50/100; and
- make a satisfactory attempt at all assessment tasks (see below); and
- attend lectures and tutorials; and
- pass the final exam.

5.2 Assessment Details

In this section, details of your assessment are provided. You will be assessed on two main areas: individual and group work. The individual work will include multiple choice and written exams and the group work will involve team-based activities. The reason for this division is that you are expected to show a base level of understanding of the subject to pass the course and be eligible to continue to other subjects in the degree in a satisfactory manner. You must obtain a pass mark for the individual component before group marks are counted towards a final grade. A satisfactory attempt must be made at ALL assessment components for you to be eligible to pass the course.

Individual Components

Mid semester exam	20%	} 60%
Final Examination	40%	

Group Components

Case analysis, presentation & participation	10%	} 40%
Attendance & participation*	5%	
Group Project	25%	

TOTAL 100%

Details: Individual Components

Mid semester exam ~20%

A **mid semester exam** worth 20 marks will be conducted during the tutorials in **Week 9**. It will be approx 1 hour and 10 minutes in duration. It will be based on the text, lectures and tutorials, plus any readings covered since the beginning of semester. More information about this exam will be provided closer to the time, in lectures.

Final Examination ~40%

The final examination will cover the entire course. It will be two 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.**

Please note that to PASS the course you must PASS the final examination.
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Details: Group Components

Case analysis, presentation and participation ~10%

This assessment will ensure that you develop critical analysis skills and problem solving. In addition, it will provide a platform for you to improve your presentation and public speaking skills

In your tutorial, you will be divided into groups of no more than 4 students. This will happen in Week 4 so you must ensure that you are present. If you are not present you will be allocated into a group and will not be permitted to change. There will be NO changes to groups at any point, or for any reason, after Week 4. In these groups, you will be required to present two (2) case studies to the class and undertake the group project for this subject. You will NOT be permitted to form groups across classes.

Your group will be allocated two (2) cases. You will have to present BOTH to the class in a scheduled timeslot. The first presentation will NOT count for marks. You will be required to do this as a practise-run for which you will receive constructive feedback so that you are better positioned for the next case presentation, for which you will receive marks. The practise-run of presentations will take place in Weeks 5 & 6. The second set will commence starting Week 7. Your tutor will clarify which cases you have been allocated and when you need to present these. This is a compulsory requirement of the subject and constitutes your "participation" mark.

Specific instructions: Your group will be required to present answers to the case study question(s) (as related to the topics that have been covered to date), while the rest of the class asks additional questions. Each case will be a mini-summary of the relevant topic and will therefore be useful for class revision of key concepts. The presentations will be scheduled for 15-20 minutes per group and you must consult the subject outline for additional questions – as specified in the tutorial schedule. You must address ALL questions allocated to your group. If you are not present when you are scheduled to present your case, you will receive 0/10 for this piece of assessment. You ARE required to hand in written evidence of your preparation for this assessment. The marking guide for presentations is attached on pages 9 & 10 of this outline. This will be discussed in your tutorials, by your tutor.

Students must actively participate in tutorial discussions. This will require familiarity with the cases and topics, ability to ask constructive questions and willingness to contribute to a positive discussion environment.

Attendance and Participation* (5%)

Your attendance will be recorded. You must attend a minimum of 80% of your tutorials. In line with UNSW requirements, if you do not meet 80% attendance, you may be refused the opportunity to sit the final exam – which means you will fail the subject. Your participation in tutorials is essential. Further, since you are undertaking a marketing subject, it is a good idea for you to be involved in marketing activities of the faculty in order to gain broader exposure to the field. 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. This subject participates in a subject pool which 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. If you are chosen to participate you will earn 5% of your marks as a bonus. Further details about this initiative will be given in lectures by the Research Pool Coordinator.

Group Project (25%)

Each group will be required to complete the major assignment. This assignment will require you to develop a modified marketing plan for a “new” product. You will be given more details about your specific product in tutorials. The project will be due in your tutorials in Week 12 or by agreement with your tutor (also in Week 12). This project will provide you with an opportunity to apply marketing terminology and frameworks in a practical manner that is similar to applications used by practitioners, academics and researchers.

General Guidelines for the Group Project:

- The assignment must be typed **NOT** hand-written.
- Absolutely **NO** plagiarism - you must acknowledge all sources of any facts, ideas which are not your own.
- Correct referencing: Reports that are submitted with no, incorrect or poor referencing will be returned unmarked, attaining a zero grade. Please read the online Referencing Guide: <http://www.lc.unsw.edu.au/onlib/ref.html>
- If you're still unsure about referencing, visit the following website and test your knowledge: <http://library2.fairfield.edu/instruction/ramona/plagicourt.html>
- The emphasis is not on how many pages your report has but on how clearly expressed and supported arguments are, as well as the inclusion of creative ideas.
- Properly used bullet points, diagrams and graphs enhance the readability of your report. However, please note that the whole report should not be just a series of bullet points – use them to list. Make sure the report represents a coherent argument from start to finish. Leave enough time to thoroughly edit the final report.

MARKING CRITERIA

Presentation Checklist and Feedback Sheet

Group Number:_____ Date:___/___/___ MARK:___ / 10

The ticks below indicate where you stand with regard to each set of statements. A tick in the extreme left box means that the statement on the left is true and therefore is of high distinction quality. The boxes from left to right are abbreviated by H (for high distinction), D (for distinction), C (for credit), P (for pass) and F (for fail) respectively. Ticks to the left within a box are better than ticks to the right.

	HD	DN	CR	PS	FL	
CONTENT - (Worth 70%)	85-100	75-84	65-74	50-64	<50	
Question answered						Question ignored
Question covered in depth						Superficial answer to question
Convincing & logical argument						Rambling argument, neither convincing nor logical
Rigorous critique of key concepts						Limited demonstration of key concept understanding
Relevant to the question						Little relevance
Original and creative thoughts						Little evidence of creative thoughts
Critical and evaluative analysis						Statement of facts and no analysis of relative importance of issues
PRESENTATION - (Worth 30%)						
Fluency						Delivery not well formulated
Lack of reading						Read from notes or heavy use of notes
Attention grabbing introduction						Introduction did not grab attention
Answered the question directly						Took too long to answer the question
Overheads clear, specific, readable						Overheads too complex with a lot of words or figures
Kept within time limit						Went over time
Transfers from student to student						Presentation lost its momentum at the changeovers

TUTOR COMMENTS ON PRESENTATION:

The things you did well in your presentation:

- 1.
- 2.
- 3.

The things you could improve to deliver a better presentation:

- 1.
- 2.
- 3.

5.3 Assignment Submission Procedure

Assignments must be handed in to tutors on specified days and times. You will be informed of these closer to the date. If you do not hand in on time, you will be penalised. See Section 5.4 for details.

5.4 Late Submission

Late submission of assignments will attract a penalty of 10% per day or part thereof. Thus, if your assignment is due on Monday morning in your tutorial which is at 9am-10.30a, you must hand in your assignment at 9am. If you do not hand it in within 10 minutes of the due time, you will be penalised at a rate of 10% starting from 9.11am.

5.5 Special Consideration and Supplementary examinations

There will be no supplementary exams given for this subject. If you require special consideration, you must present relevant certificates to Student Q and follow the official process. Do not attempt to ask tutors or lecturers for consideration as they are not authorised to give this to you unless it comes through the official channels.

Details relating to procedures for special consideration 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

(See group work section)

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

Plagiarism is the presentation of the thoughts or work of another as one's own.* Examples include:

- 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;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- 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,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

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.

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 book:

Kotler P., Brown L., Adam S., and Armstrong G. (2006) Principles of Marketing, 3rd Edition, Sydney, Pearson/Prentice Hall.

Additional readings:

Summers, J., Gardiner, M., Lamb, C.W., Hair, J.F. and McDaniel, C. (2005), Essentials of Marketing, 2nd Edition Thomson: Australia.

Recommended Internet sites:

www.library.unsw.edu.au (look at linked databases for relevant information)

➤ Journals/periodicals:

NEWSPAPERS/MAGAZINES

Business Review Weekly (BRW)
Australian Financial Review

ACADEMIC JOURNALS

Journal of Marketing
Harvard Business Review

The Australian (Marketing Section)
B&T Magazine
Marketing Management
Advertising News
Sydney Morning Herald (Business Section)
Advertising Age
AdNews

Australian Marketing Researcher
Journal of Consumer Research
Journal of Advertising
Journal of Advertising Research
Journal of Retailing
Journal of Marketing Management
Industrial Marketing Management
European Journal of Marketing
Australian Journal of Management

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 [note School web pages where this information is presented]

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) 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.

9. COURSE SCHEDULE

Please see below for a table of lecture topics and tutorial activities. You will be expected to keep upto date with this timetable. Any changes will be announced in lecture. The lecturer will assume that you have read the relevant topic prior to attending the lecture.

MARKETING FUNDAMENTALS LECTURE & TUTORIAL PROGRAM

Week	Date	Lecture Topic	Chapter	Tutorial
1	23 July	Creating value	1	No Tutorials this week
2	30 July	Customers, Strategy and Planning	2, 3, 4	Tutorials start this week. Check attendance. Tutorial activity: Ice-breakers. Discussion questions: – what is marketing? What does it address? The marketing concept. The societal marketing concept.
3	6 Aug	Marketing Information and Marketing Research	6	Tutorial activity: discussing what makes a “good” case study analysis and presentation; what makes a bad one. What makes a good presentation? What makes a bad one? Form groups of 4. Give details to Tutor. Allocate cases – 2 per group. Discuss requirements of cases in general. Discussion of last lecture topic – address main frameworks. Reminder: case presentations begin next week
4	13 Aug	Consumer Behaviour and Business Behaviour	7, 8	Practise presentations – Groups 1, 2, 3 ALL groups must address the following questions relating to a case: a) You must an outline of core concepts relevant to the topic that your case is embedded in b) How/why are these concepts relevant to your case study scenario? c) Answer case study questions ➤ Group1: as allocated in tutorial ➤ Group2: as allocated in tutorial ➤ Group3: as allocated in tutorial

5	20 Aug	Segmentation, Targeting & Positioning	10	Practise presentations – Groups 4,5,6 Group4: as allocated in tutorial Group5: as allocated in tutorial Group6: as allocated in tutorial
6	27 Aug	Products: Goods and Services	11	Case presentation set 2: Group 1 CASE: as allocated in tutorial a) You must an outline of core concepts relevant to the topic that your case is embedded in b) How/why are these concepts relevant to your case study scenario? c) Answer case study questions Tutorial discussion topic: Business markets are far more complex than consumer markets in many ways. Comment on how any two (2) of the following factors add to the complexity: a) market structure and demand b) types of decisions and the decision process c) nature of the buying unit and the buying centre concept d) the need for the building of alliances and relationships between companies
7	3 Sept	<u>LECTURE ONLY, NO TUTORIALS</u> New Products	12	<u>LECTURE ONLY, NO TUTORIALS</u> <i>NOTE: Friday 7th September is a Special Public Holiday (APEC Conference, Sydney)</i>
8	10	Pricing	13	Case presentation set 2: Group 2 & Group 3

	Sept			<p>CASE: as allocated in tutorial</p> <p>a) You must an outline of core concepts relevant to the topic that your case is embedded in</p> <p>b) How/why are these concepts relevant to your case study scenario?</p> <p>c) Answer case study questions</p> <p>Tutorial discussion topic:</p> <p>Market segmentation, market targeting and market positioning are seen as strategies to be used by a marketer. Comment on the factors that a marketer needs to consider when forecasting the above strategies.</p>
9	17 Sept	NO LECTURE, <u>TUTORIALS ONLY</u>		<p>NO LECTURE, <u>TUTORIALS ONLY</u></p> <p>***Mid semester exam in tutorials. ***</p>
SEMESTER BREAK 24 SEPTEMBER TO 1 OCTOBER				
10	1 Oct	Logistics; Retailing, Wholesaling	14, 15	<p>Case presentation set 2: Group 4</p> <p>CASE: as allocated in tutorial</p> <p>a) You must an outline of core concepts relevant to the topic that your case is embedded in</p> <p>b) How/why are these concepts relevant to your case study scenario?</p> <p>c) Answer case study questions</p> <p>Tutorial discussion topic:</p> <p>Most non-profit organisations provide services as distinct from commercial organisations that often only provide goods. Comment on how the five (5)</p>

				characteristics of services affect the activities of both non-profit and service marketers.
11	8 Oct	Advertising and Public Relations	16	<p>Case presentation set 2: Group 5 CASE: as allocated in tutorial a) You must an outline of core concepts relevant to the topic that your case is embedded in b) How/why are these concepts relevant to your case study scenario? c) Answer case study questions</p> <p>Tutorial discussion topic: Discuss the role of advertising and public relations in the context of Promotion</p>
12	15 Oct	Sales Promotion; Direct and Online Marketing <u>Assignment due this week.</u>	17, 18	<p>Case presentation set 2: Group 6 CASE: as allocated in tutorial a) You must an outline of core concepts relevant to the topic that your case is embedded in b) How/why are these concepts relevant to your case study scenario? c) Answer case study questions</p> <p>Tutorial discussion topic: clarify main frameworks covered throughout the semester.</p>
13	22 Oct	Ethics and Revision	22	In this tutorial: Double check your marks for the semester with your tutor. Arrange time to collect marked assignments from your tutor.

