THE UNIVERSITY OF NEW SOUTH WALES

SCHOOL OF MARKETING
FACULTY OF COMMERCE AND ECONOMICS

Lecturer in Charge

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MARK5817   Contemporary Issues in Marketing       Session 1       2005
COURSE OUTLINE

As a discipline, marketing is continuously being affected by the seismic changes taking place in the business environment and in customer behaviour. These changes have profound implications on current marketing practices and the future of the discipline as a whole. Marketing scholars, researchers and practitioners have often viewed and interpreted these changes and concomitant developments resulting therefrom rather differently. This course deals with some of those changes and developments and their implications on current marketing practice. It focuses on a number of ‘hot issues’ that have dominated the marketing discipline over the past couple of years. Examples of some of these issues are (i) Globalisation, (ii) Societal/social marketing (iii) Relationship marketing, (iv) Electronic Commerce, (v) Consumerism, (vi) Ethics, and (vii) Green Marketing. It is not difficult to appreciate that these issues are far from exclusive and the overlaps themselves provide many issues for debate.

The objective of this course is to educate the students on the various contemporary issues within the domain of the marketing discipline and support their development into independent learners and autonomous thinkers. It intends to develop and enhance the student’s ability to understand and appraise the literature on contemporary marketing issues and to evaluate its impact and implications for marketing practice, research and performance.

LEARNING AND TEACHING METHODS

We will focus on both the conceptual and the empirical developments in the literature on the relevant issue. We will enhance our understanding by researching and analysing a select number of issues and trying to identify gaps in their respective body of knowledge. Since students enrolled in this course are expected to reflect on the social cultural and ideological perspectives and norms which underpin current marketing knowledge, having previous study of marketing at undergraduate and postgraduate level is a must.

The course delivery will include lectures, guest speakers, debate, video clips and case analysis. Sessions in odd weeks (weeks, 1, 3, 5 etc.) will be lecture sessions; sessions in even weeks (weeks 2, 4, 6 etc.) will be devoted to student discussions, presentations etc.

There is no specific textbook for the course. Readings will be assigned from time to time. Students are advised to browse the Internet regularly.

ASSESSMENT

The course will be assessed through (i) an end-of-session exam (40%) , (ii) a case study (10%), (iii) a short individual essay (10%) a major end-of-the term essay/research paper in groups of two (25%) and class discussion/participation (15%).