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1. COURSE STAFF

Lecturer in charge: Dr Tania Bucic  
Consultation time: Mon 2.00-3.00pm  
Location: John Goodsell Bldg, Room 310  
Contact ph: 9385 3315  
Email: t.bucic@unsw.edu.au

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

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations
Saturdays (weeks 1-7) 9am to 4pm.  
Venue: Morven Brown G5 [MBG5]

2.2 Units of Credit
This course is worth 6 Credits.

2.3 Relationship of this course to other course offerings
Practicum in Marketing is a subject where we challenge standard ideas about marketing planning. We consider the concepts and models covered in other marketing courses and use critical analysis to evaluate the options. Practicum complements the wider array of subjects taught in the MCom, marketing specialisation, and the MMktg in general.

2.4 Approach to learning and teaching
In addition to the workshop and reading material, this course will draw upon the experiences of learners. Combined, this will provide practical implications of theoretical concepts. Learners will engage in classroom discussion, small group seminars and taking part in an applied project. Learner diversity will be useful in providing alternative views and inputs for all tasks. Practicum is designed as a capstone subject that allows students an opportunity to pool knowledge gathered throughout the course, to challenge common assumptions and to apply revised thinking in a practical manner.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims
We build upon and expand the marketing management concepts that we have encountered thus far in the degree. We consider the use of marketing planning to increase and maintain customer satisfaction levels, generate customer loyalty, and create a healthy culture within the firm.

More general aims are:
• To encourage critical thinking when selecting or devising a framework to underpin a marketing plan, by using contemporary readings, reflection and discussion activities.
• To immerse you in a project where you will face the challenges of both an unrecognised product and environment and have the opportunity to apply your skills.

3.2 Student Learning Outcomes
On completion of this course students should be able to:
1. Demonstrate and explain the positive and negative aspects of planning frameworks and how these impact on application to marketing planning.
2. Explain the importance of appropriate application of planning considerations and techniques.

3.3 Teaching Strategies
This course will be conducted on a workshop basis and will centre mainly on the facilitation of experience exchange and participant interaction. As a capstone subject, it will be assumed that all basic knowledge has been covered in other subjects and this is the opportunity for sharing ideas and applying cumulative knowledge and skills. The workshop-style class will be used so that participants have an opportunity to further engage with their peers and to improve their presentation and planning skills. An element critical in this scenario is discussion within the framework of assigned readings, followed by group application in the project. It is your responsibility to study the readings in order to contribute, participate intelligently and thus gain maximum value from the course.

4. STUDENT RESPONSIBILITIES AND CONDUCT
For information on your responsibilities regarding workload and keeping informed, please refer to the School of Marketing’s website.

4.1 Attendance
As workshops will not be held every week, your attendance at scheduled times is compulsory. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment – which in this case means that your final report will not be marked and you will not pass the subject.

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

5. LEARNING ASSESSMENT

5.1 Formal Requirements
In order to pass this course, you must:
• perform satisfactorily in all assessment tasks
• achieve a composite mark of at least 50.
5.2 Assessment Details

For this subject, you will be required to participate in individual and group-based assessment tasks. As this is a capstone subject where you will have the opportunity to apply the knowledge that you have gained throughout your degree, the assessment is significantly hands-on and will require active participation in the workshops. Abbreviated details are as follows (you will be given detailed information handouts in the workshop closer to the time of assessment):

**Individual assessment:**
- Seminar: 20% (written component)
- “Participation”: 10%

**Group assessment:**
- Seminar: 10% (presentation in pairs)
- “Peer review”: 20% (written 25%)
- Marketing plan: 40% (presentation 15%)

These assessments are designed to, collectively, test your:
- understanding of the concepts and theories,
- ability to relate them to real managerial issues and problems,
- ability to examine issues in a variety of situations,
- presentation skills

**(some) DETAILS:**
**“Teach Me” Seminar (30%)** – comprising 20% (indiv) written AND 10% (pair) presentation
You will be allocated one week to work on this task. This will include both an oral (in pairs) and a written component (individual) and will be presented in the third meeting for this subject (12th August 2005). Please see workshop handout for further details.

**Participation (10%)**
You will be required to undertake a specified “stakeholder role” for the duration of final plan presentations. You will be required to “judge” each presentation and allocate funding to each team. Additional details will be given in the seminar. This will be undertaken on 9th September 2005.

**Peer review (20%)**
In a team, you will be required to “peer review” the proposals of two groups. You will be required to apply your knowledge of marketing planning frameworks – and challengers. You will need to construct a commentary that should be designed for the improvement of proposed plans. Further details will be given in a handout in the workshop. This is scheduled for 26th August 2005.
Marketing Plan (40%)
Written component (25%)
You will have already received two lots of detailed feedback on the progress of your marketing plans prior to this submission. It is up to you to decide on the precise structure of the plan. However, you must address fundamental marketing plan sections (e.g., Competitive analysis, target customer, product, price, distribution, promotion, implementation, control and contingency). This will be marked by the facilitator. This will be due in hard copy in the workshop, at the last meeting (9th September 2005).

Presentation (15%)
You will be required to present your plan in a very convincing manner to the workshop group. The aim is to “sell” your plan. More details will be given in the workshop. This is scheduled for 9th September 2005.

5.3 Assignment Submission Procedure
Assignments are to be handed in to the lecturer in charge in class on the due date.

5.4 Late Submission
Information about late submission of assignments, including penalties, is available on the School of Marketing’s website.

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
Your report should be typed in double spacing, 12 point font and should contain appropriate headings throughout and an appropriately annotated bibliography.

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*: none

*Journals*
• Harvard Business Review
• European Journal of Marketing
• International Journal of Service Industry Management
• Journal of the Academy of Marketing Science
• Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior.
• Journal of Management Consulting
• Journal of Marketing
• Journal of Professional Services Marketing
• Journal of Retailing
• Journal of Service Marketing
• Journal of Services Research
• Services Industry Journal
• Sloan Management Review

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

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<td>29th Jul</td>
<td>First meeting - introductions; theoretical backgrounds; group formations; Handout of assessment #1 (seminar).</td>
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| 2    | 5th Aug | **No scheduled meeting**
Library time (you have been allocated this time to conduct your literature search and to compile your assessment for next week) |
| 3    | 12th Aug| Seminars –assessment (max 15 min per presentation)                                |
| 4    | 19th Aug| Handout of projects (half day workshop; half day library work)                    |
| 5    | 26th Aug| Peer review workshop! (assessment)                                                |
| 6    | 2nd Sept| **No scheduled meeting**
(time allocated to work on your project revisions and to prepare for plan submission and presentation) |
| 7    | 9th Sept| Workshop: marketing plan written submissions; marketing plan presentations; “participation” assessment. |