DRAFT – February 2007

THE UNIVERSITY OF NEW SOUTH WALES

Faculty of Business
School of Marketing

MARK1012
FUNDAMENTALS OF MARKETING

COURSE OUTLINE
SESSION 1, 2007
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1. Teaching Staff

Lecturer: Marion Burford
Consultation time: Tuesday 9 - 11 am
Location: John Goodsell Bldg, Room 135
Contact ph: 9385 3739
Email: m.burford@unsw.edu.au

Teaching staff:
Name: Denni Arli
Consultation time: Tuesday 3.30pm to 4.30pm
Location: 319 John Goodsell Building
Contact ph: 9385 3387
Email: denni.arli@student.unsw.edu.au

Name: Linda Robinson
Consultation time: tba
Location: 252 John Goodsell Building
Contact ph: 9385 3378
Email: tba

Name: Daisy Liu
Consultation time: tba
Location: 2_ _ John Goodsell Building
Contact ph: 9385 _ _ _ _
Email: tba

Name: Theresa Teo
Consultation time: tba
Location: 323 John Goodsell Building
Contact ph: 9385 2696
Email: tba

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 arrange an alternate and mutually suitable consultation arrangement. Please note student queries may also be posted on the WebCT.Vista site for Mark1012.

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:

https://my.unsw.edu.au/classutil/MARK_S1.html

Please check the website for most current information. The lectures will be at the following times and locations:
Tuesday 12noon -2pm in MAT B
Tuesday 4pm-6pm in Ritchie Theatre

You MUST go to your selected Lecture time. This means EITHER Tuesday (noon) OR Tuesday (4 pm). You cannot enrol attend the late lecture if you are enrolled in the
Tuesday 3.30pm tutorial. You MUST enrol in tutorials via my.UNSW.edu.au – this is the only way to do it. You can ONLY attend the lecture and tutorial in which you are enrolled. Tutors CANNOT change your tutorials (so please do not just turn up). Choose carefully as spaces fill up quickly. Work commitments are not an accepted reason for non attendance.

2.2 Units of Credit
MARK1012 is a 6 credit point subject. It is a core subject for the marketing stream.

2.3 Parallel teaching in the course
There are no pre or co requisites for MARK1012. It is however a prerequisite for the minor and major in Marketing.

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. In short, this course prepares students for further study across the broad spectrum of product, service, consumer, business-to-business, global and social marketing.

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 range of knowledge a marketing manager needs, and what framework marketing provides for helping with the conduct of a business. As such, Mark1012 is a prerequisite for all advanced marketing courses: Consumer Behaviour (MARK2051), Market Research (MARK2052) through to Strategic Marketing Management (MARK 3082) the capstone course.

2.5 Approach to learning and teaching
Being a first year introductory subject Marketing Fundamentals has several broad aims that will be detailed in the following section. In order to satisfy these aims the course has been structured to enable students to gain a thorough understanding of the basic concepts of the discipline. Marketing as a discipline is concerned with creation of ‘value’ and exchange of ‘values’ between marketers and their customers. Marketing managers need many skills to meet the various challenges ‘value’ creating poses. The course has been structured to help develop and hone skills required “to create (and keep) a customer”. A marketing manager needs to be flexible, creative and thorough. Above all they need to have an ability to work cooperatively, as the delivery of a ‘product’ requires both coordination and collaboration from within the organization and with other external players in the market.

The learning environment puts emphasis on two main areas: (1) the development of a conceptual understanding of marketing, and (2) application of this understanding through experience-based learning activities. The lectures, tutorials and assessment tasks are designed to explore topics from different perspectives leading to a depth of understanding of core marketing concepts and current issues. Students are encouraged to prepare (through reading widely, and accessing information on the
topics), to become more aware of the environment (becoming attuned to the world around them from a marketing perspective), to work within their tutorial group and to plan and execute the various assessment tasks. These are generic skills that will help in future marketing subjects where there is a strong emphasis on team work and experience based learning. Student involvement has a strong link to learning outcomes – so active participation and a positive attitude is encouraged.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of the course is to introduce you to basic concepts and theories relevant to the study and practice of marketing. After completing the course, you should be familiar with the terminology, frames of reference, tools and approaches employed by marketing practitioners, academics and market researchers and have developed some skills associated with critical analysis and problem solving in marketing, and business more generally. A related, second objective of the course is to stimulate you to pursue further studies in marketing as it is a sound philosophy that impacts on all areas of business.

3.2 Student Learning Outcomes

After completing this course you should:

a) have acquired an overall working knowledge and understanding of the theories, concepts and basic principles of marketing and the approaches and tools used by marketing decision makers;
b) be able to identify various internal and external factors that influence the marketing function of the firm in today’s fast changing environment;
c) have developed intellectual skills, particularly the ability to think critically; evaluate key theories and compare and contrast them;
d) be able to understand the importance of customer orientation and how an integrated application of marketing tools can foster profitable exchanges with target customers;
e) have mastered analytical skills and demonstrated the use of those skills in analysing real life problems, making decisions with respect to various marketing situations, and defend them using coherent and discursive arguments;
f) have developed the ability to work with other people and effectively communicate with them; and
g) have developed a general interest in, and understanding of marketing.

3.3 Teaching Strategies

This course will be conducted on a lecture and tutorial basis. Lectures are used to provide a framework for exploring the scope of marketing: formal material supported with examples. It will be the main source of information relating to assessment – so that all students receive the same information. The tutorials are designed to enable students to explore and discuss the more challenging concepts, to become fluent in the use of marketing jargon and to learn through their own and class mates’ experience, examples and research efforts. The tutorials will not be a repeat of the lecture. Tutorials will enable the students to further engage with their peers and tutors to
improve their presentation skills through serious discussion and case presentations. Tutorials encourage a high level of student involvement. To maximize their value each student is expected to have read the prescribed material (eg text chapters) and to have made note of any questions and any examples from the media or their own experience that they can bring up in the discussion.

4. STUDENT RESPONSIBILITIES AND CONDUCT

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. There is a high component of group work so steady and consistent effort is required. You should take the required workload into account when planning how to balance study with employment and other activities.

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 percent of scheduled classes they may be refused final assessment. The tutors will monitor your class attendance, your participation and your involvement in group activities.

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. Students are all individuals and learn with different styles and approaches. The overriding need is for you to plan and do your study and work early. Last minute effort and cramming is not very useful in marketing subjects as there is significant ongoing group and project work.

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 [WebCT.Vista]. 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 WebCT.Vista AND your official university Email account. Staff will assume that you are up to date with current information and latest announcements.

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. So check this Email regularly.

4.5 Session 1 2007, Key Dates
It is your responsibility to ensure that:
1. You are recorded by the University as being correctly enrolled in all your courses. The last day for students to discontinue without financial penalty is Friday March 30 and the last day to discontinue without academic penalty is Friday 27 April.

2. You organise your affairs to take account of examination and other assessment dates where these are known. Be aware that your final examination may fall at any time during the session’s examination period. The scheduling of examinations is controlled by the University administration. No early examinations are possible. The examination period for Session 1, 2006 falls between 15 June and 3 July.

3. When the provisional examination timetable is released (May 8), ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. The final examination timetable is released on Tuesday 29 May.

4. You keep the University informed of all changes to your contact details.

5. You make a copy of all work submitted for assessment, and keep returned marked assignments and essays.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, you must:
- achieve a composite mark of at least 50/100;
- make a satisfactory attempt at all assessment tasks (see below);
- attend lectures and active participation in tutorials;
- pass the final exam.

5.2 Assessment Details

You will be assessed on two main areas: individual and group work. The individual work will include the quizzes and the final exam 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.

Please note the individual work is designed to address all of the course objectives. The group work aims to more thoroughly develop analytical and interpersonal skills [Aims c), e) & f), Section 3.2 above]. The group work requirements will be specified in separate assessment guides given out in tutorials. The dates for submission have been included in the course schedule below [Section 9.1].

<table>
<thead>
<tr>
<th>Individual Components</th>
<th>Group Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>In lecture Quiz I &amp; Quiz II (each 5%)</td>
<td>Case analysis presentation, discussion &amp; participation</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Research Participation</td>
</tr>
<tr>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Subtotal</td>
<td>Major Project (some individual tasks)</td>
</tr>
<tr>
<td>50%</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>TOTAL</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
5.2.1 Individual Components

a) In lecture Quiz (Two in lecture time) each worth 5% total 10%

Two quizzes will be conducted in the lecture sessions in Week 5 (Quiz I) and Week 8 (Quiz II). They are useful for you to gauge how well you have understood the material, and encourage you to develop an ongoing revision schedule. Please attend your assigned lecture as space will be limited. They will NOT be repeated. Each will be approximately 20 minutes in duration and will consist of true/false, multiple-choice questions (note there are no multiple choice or true and false questions in the final exam). It will be based on the text, lectures and tutorials. Quiz I will cover material up to and including Week 4. Quiz II will cover material from Weeks 5 to Week 7. There will be a normal lecture in the remaining lecture time.

b) Final Examination 40% (Note you need to pass this exam to pass the course)

The final examination will cover the entire course. It will be three hours in duration, closed book and will comprise essays and short-answer questions. Further information about the exam will be given in Week 14 lecture. The exam will be held during the examination period and timetabled by the University. Request for conducting an early final examination WILL NOT be entertained as the date is scheduled by a separate section within the University.

5.2.2 Group Components (conducted in tutorials – see Tutorial Outline for more detail)

5.2.2a) Case analysis presentation, discussion and participation - 15%

- Note tutorials are very student centred ☺

This assessment will ensure that you develop critical analysis skills and problem solving. Students need to come and actively participate. You will be encouraged to speak in small groups and in the larger tutorial group. It will provide a platform for you to improve your presentation and public speaking skills. Yes every group member will have to speak during presentations and discussions. So your tutor is a guide and mentor. The tutorial is not a mini-lecture.

In your tutorial, you will be divided into six groups of (4 possibly 5 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. 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, lead a discussion of the discussion questions (adding in relevant examples you have observed) and undertake the major project for this subject. You will NOT be permitted to form groups across classes. Each group will be allocated two (2) cases and a different week to lead the discussion questions. See tutorial schedule for the assigned timeslots. The first case presentation is a practice run and will NOT count for marks. Rather you will be given an indicative grade and constructive feedback so that you are better able to research and manage the second case which will be part of your tutorial assessment. This second case will require coverage of the related topic (revision of key concepts) as well as dealing with the questions provided. (Please note the case questions will NOT be those given in the text see Tutorial Outline.)

A final mark will be given at the end of session that will reflect the group grade for the second case (~10%), your overall contribution to both of the case presentations (peer feedback), your group’s efforts in leading the discussion, and participation in tutorial
discussions in general (~5%). This will mean that not everyone in the group will receive the same grade, though it would be hoped that the group works towards that end.

The practice run of presentations will take place in Weeks 5 & 6. The second set will commence starting Week 7 (first week after the Easter break). 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 part of your “participation” mark. Please see separate handout for the specific requirements for both cases. This handout will also set out the marketing criteria that will be applied. If you are not present when you are scheduled to present your case, you will receive 0/10 for this piece of assessment. Each student will need to provide an overview of their contribution to the research and preparation of the cases as well as contribute on the day. Each group should plan for audience involvement in some way or other. A rough guide is to allow 20 minutes for transmission of information and 10 to 15 minutes for interaction. This will require familiarity with the cases and topics, ability to ask constructive questions and willingness to contribute to a positive discussion environment. ALL students should come prepared.

Your group will also be assigned a separate week for discussion leadership. You will be expected to open up the topic for discussion: making connections to the case that has just been presented, exploring current issues (own examples and observations) and covering the set discussion questions (see your Tutorial Outline).

Your overall mark for this component will reflect your general contribution to the class learning environment. Remember these tutorials are designed to foster co-operative rather than competitive behaviour.

5.2.2b) Major Project - 30% - (see Project Brief for more detail)
This project will provide students with opportunity for application of marketing terminology and frameworks in a practical manner, as used by practitioners, academics and researchers. It also gives students experience in managing an ongoing group project: integrating, drafting and re-drafting an analytical evaluation of an existing market.

Each group will be required to complete a different major assignment. Six differing products (and services) in each tutorial. This assignment will require you to research and write a background report on a product (that will be negotiated with the group) that would enable you to write a marketing plan for that product (in the future). In other words you would be doing the sort of work that a newly appointed product manager would need to do if they joined a company that was new to a particular market (where there was no internal information or experience in that market that could be drawn upon). It will be a three stage process with the early stages designed to help you plan and execute your information gathering and assist in managing the group. This assignment has a small component of individual work (5~10%). Full details of the stages, specific requirements (for presentation) and the marking criteria will be provided in the Major Project brief. There will be a strong emphasis on original work, collaboration, professional presentation, the correct referencing of ALL material (Harvard style).


The dates for submission have been included in the course schedule below [Section 9.1].
5.2.2c) The Research Component (5%)
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 during the lectures. Should you not wish to participate then an alternative form of assessment will be available.

5.3 Assignment Submission Procedure
Please see the separate briefs for the submission procedure and the exact times and places for submission. Generally case material is due on the day of presentation and would be collected by your tutor. The early stages of the project will also be on your tutorial day though the final report will be due on the Friday of Week 13 before noon. Please note submissions after that time will attract a late penalty as they need to be processed for marking (see next section). Each hand-in has to have the Assignment Cover sheet – see tutorial outline.

5.4 Late Submission
Late submission of any assessment will attract a penalty of 10% per day or part thereof.

5.5 Special Consideration and Supplementary examinations
There will be no scheduled supplementary exams given in this subject. If you require special consideration, then you must follow the procedures and processes set out in the UNSW Policy. Information on special consideration:
https://my.unsw.edu.au/student/atoz/SpecialConsideration.html

- Applications for special consideration must go through UNSW Central administration (within 3 working days of the assessment to which it refers) – applications will not be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
- Please note: a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.

5.6 Assignment Format
Please see separate handouts, Tutorial Outline and Major Project Brief, for detailed information on requirements for the various types of group work.
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:
http://www.lc.unsw.edu.au/plagiarism/index.html

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 Textbook:

Additional readings:

Recommended Internet sites:
(sites connected to your workbook will be outlined in Week 2 lecture by PearsonEd representative)

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

Journals/periodicals:
NEWSPAPERS/MAGAZINES
Business Review Weekly (BRW)
Australian Financial Review
The Australian (Marketing Section)
B&T Magazine
Marketing Management
Advertising News
Sydney Morning Herald (Business Section)
Advertising Age
AdNews Industrial
European Journal of Marketing

ACADEMIC JOURNALS
Journal of Marketing
Harvard Business Review
Australian Marketing Researcher
Journal of Consumer Research
Journal of Advertising
Journal of Advertising Research
Journal of Retailing
Journal of Marketing Management
Marketing Management
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
  - FCE Education Development Unit (http://education.fce.unsw.edu.au)
  - UNSW Learning Centre (http://www.lc.unsw.edu.au)
  - EdTec – WebCT information (http://www.edtec.unsw.edu.au)

- Counselling support: http://www.counselling.unsw.edu.au

- Library training and support services: http://info.library.unsw.edu.au

- Disability Support Services – Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer (http://www.equity.unsw.edu.au/disabil.html). Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:
• **Examination procedures** and advice concerning illness or misadventure

• **Occupational Health and Safety** policies and student responsibilities:

**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’.

**9. COURSE SCHEDULE**

The following schedule gives a rough guide to the overall flow of topics and assessment. Please note this may change and you will be told of any changes via WebCT.Vista announcements. Please refer to the assessment handout for the complete details of what is required for each piece of assessment. Note each has their own symbol.

Enjoy 😊
# Table 9.1 Course Schedule

Please note in most instances the tutorial topics are one week behind. So – pre-read in preparation for the lecture.

<table>
<thead>
<tr>
<th>Symbol Code: Quiz</th>
<th>Case</th>
<th>Discussion</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week - Tuesday</strong></td>
<td><strong>Lecture Topic/s</strong></td>
<td><strong>Tutorial Activities</strong></td>
<td><strong>Major Project Activities</strong></td>
</tr>
<tr>
<td><strong>Text Chapter/s</strong></td>
<td>(see Tutorial Outline for discussion q.’s)</td>
<td>(see Project Brief for details of Project)</td>
<td></td>
</tr>
<tr>
<td>1 - 27th February</td>
<td>Introduction - Marketing Chapter 1</td>
<td>No tutorial</td>
<td></td>
</tr>
<tr>
<td>2 – 6th March</td>
<td>Broad Overview Chapter 2</td>
<td>Getting to know the class. Discussion Ch 1 (tutor)</td>
<td></td>
</tr>
<tr>
<td>3 – 13th March</td>
<td>Marketing Environment Chapter 3</td>
<td>Case Analysis Task 1 for Project Discussion Ch 2 (tutor)</td>
<td>Research for Stage 1</td>
</tr>
<tr>
<td>4 – 20th March</td>
<td>Information &amp; Research Chapter 4</td>
<td>Allocation to a group Project &amp; Cases Discussion Ch 3 (tutor)</td>
<td>Stage 1 – Select project product.</td>
</tr>
<tr>
<td>5 – 27th March</td>
<td>Consumer Markets Chapter 5</td>
<td>Groups 1, 2 &amp; 3 practice case/s Discussion Ch 4 (tutor)</td>
<td></td>
</tr>
<tr>
<td>6 – 3rd April</td>
<td>Business Markets Chapter 6</td>
<td>Groups 4, 5 &amp; 6 practice case/s Discussion Ch 5 (tutor)</td>
<td>Stage 2 – Market Analysis</td>
</tr>
<tr>
<td>Easter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 – 17th April</td>
<td>Segmentation Chapter 7</td>
<td>Group 1 Ch 7 Discussion Ch 6-Grp 5</td>
<td>Review of Stage 2 – where to next?</td>
</tr>
<tr>
<td>8 – 24th April</td>
<td>Products Chapter 8</td>
<td>No tutorial</td>
<td></td>
</tr>
<tr>
<td>9 – 1st May</td>
<td>New Products Chapter 9</td>
<td>Group 2 Discussion Ch 8 – Grp 6</td>
<td>Project check</td>
</tr>
<tr>
<td>10 – 8th May</td>
<td>Pricing Chapter 10</td>
<td>Group 3 Discussion Ch 9 – Grp 1</td>
<td></td>
</tr>
<tr>
<td>11 – 15th May</td>
<td>Placement Chapter 11</td>
<td>Group 4 Discussion Ch 10 – Grp 2</td>
<td>Project check</td>
</tr>
<tr>
<td>12 – 22nd May</td>
<td>IMC Chapters 12 &amp; 13</td>
<td>Group 5 Discussion Ch 11 – Grp 3</td>
<td></td>
</tr>
<tr>
<td>13 – 29th May</td>
<td>Direct, online Marketing Chapter 14</td>
<td>Group 6 Discussion Ch 12&amp;13 – Grp 4</td>
<td>Stage 3 – Final Project due before 11am Friday 1st June</td>
</tr>
<tr>
<td>14 – 5th June</td>
<td>Issues and Review Chapter 15</td>
<td>Discussion Ch 14 &amp; 15 (tutor)</td>
<td></td>
</tr>
<tr>
<td>Exam period</td>
<td></td>
<td></td>
<td>Final Exam – scheduled time only</td>
</tr>
</tbody>
</table>