



MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description

Marketing is the process whereby business organisations take the goods and services they produce from the development of the initial concept of providing something of value, through to its eventual purchase and use by consumers. With the steady rise in material wealth across the world, and exponential increases in access to timely and specific information, in the twenty-first century consumers have more power than ever to dictate to business organisations the nature of the goods and services they want and need. Allied with this increase in consumer power is the greatly enhanced scope and scale of marketing channels available to businesses to promote their brands, with the associated increase in competition for consumers' attention. To assist in business success, marketing responsibilities are no longer limited to a specific department but require the whole firm to work in an integrated way to achieve its goals. Students will gain knowledge about the stages in the marketing process, and skills to make effective decisions to market products and services in an international context.

Contact Hours

Workshop:

Face to face on campus for two (2) hours per week for 12 weeks starting week 1.

Self-Directed Learning:

Six (6) hours of online content per term provided for self-directed learning.

Unit Weighting

10 units

Requisites

To enrol in this course you must be active in the Master of Business Administration (Global) program (40160).

Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course **CANVAS** site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course **CANVAS** site.

Student Consultation

A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Explain and apply knowledge of the key stages in the marketing process;
2. Critically analyse and evaluate a market/marketing problem;
3. Use expert judgement in providing solutions to complex marketing problems; and
4. Engage effectively in leadership of, and participation in, group problem-solving processes.

COURSE OUTLINE

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Group Marketing Report	Sunday end of week 6 by 11:59 pm	Group	40%	1, 2, 3
2	Individual Report on Group Problem Solving and Teamwork	Sunday end of week 7 by 11:59 pm	Individual	20%	4
3	Individual Marketing Plan	Sunday end of week 12 by 11:59 pm	Individual	40%	2

Please note: students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Group Marketing Report

Assessment Type	Written Assignment
Purpose	The purposes of this report are: (1) to work collaboratively to develop analytical skills using marketing frameworks, (2) to undertake a written report to management and (3) to demonstrate research and investigative skills using database searches.
Description	The group will analyse and report on the marketing environment and activities of a contemporary business/product category or product line and identify its Strengths, Weaknesses, Opportunities and Threats. Further details and instructions on the course CANVAS site.
Weighting	40%
Length	5000 words
Due Date	Sunday end of week 6 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for detailed assessment rubric
Return Method	Online
Feedback Provided	Online

Assessment 2 – Individual Report on Group Problem Solving & Teamwork

Assessment Type	Report
Purpose	The purposes of this written exercise are: (1) to articulate and reflect upon the collaborative process you engaged in during this course and (2) synthesise your experience into a set of learned outcomes for future practise in collaborative environments.
Description	Using theoretical frameworks and your notes created throughout relevant Learning Activities, you will report on examples of problems encountered by the team and relate how these problems were resolved. More detailed instructions available on CANVAS.
Weighting	20%
Length	1000 words
Due Date	Sunday end of week 7 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for detailed assessment criteria online
Return Method	Online
Feedback Provided	See course CANVAS site for detailed assessment criteria online

Assessment 3 – Individual Marketing Plan

Assessment Type	Written Assignment
Purpose	The purposes of this assessment are: (1) to create a strategic marketing plan using marketing frameworks for analysis and evaluation, (2) to demonstrate your ability to research the market, using database and search engine technology to demonstrate expert judgement in providing solutions to key issues throughout the stages of the marketing process.
Description	To create a marketing plan to achieve stated marketing objectives arising from the analysis conducted in Assessment 1. Further details and instructions on the course CANVAS site.
Weighting	40%
Length	4000 words
Due Date	Sunday end of week 12 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	See course CANVAS site for detailed assessment rubric. Please note: Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: NO SPARK NO MARK.
Return Method	Online
Feedback Provided	Online

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Defining Marketing issues for the 21st Century
2. Developing marketing strategies and Plans
3. Capturing marketing insights
4. Connecting with customers
5. Accessing, and engaging with global markets
6. Building strong brands
7. Creating value
8. Delivering value
9. Communicating value
10. Conducting marketing responsibly and sustainably
11. Marketing across cultures

Course Materials

Required Text:

Solomon, M., Marshall, G. & Stuart, E., *Marketing: Real People Real Choices*, 9th ed., Global ed. (2018) – Pearson – Australia.

ISBN: 978129222108-

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Introduction to Marketing and Marketing in the Global Economy	Read Chapters 1 and 2 – Further Details available on CANVAS	Core Concepts Learning Activity
2	Analysing the Marketing Environment to Capture Marketing Insights Developing Marketing Strategies and Plans	Read Chapter 3 – Further Details available on CANVAS	Macroenvironment Learning Activity Competitor Analysis, SWOT & Objectives Learning Activity
3	Analysing Consumer and Business Markets Part 1	Read Chapter 6 – Further Details available on CANVAS	Consumer Psychology & Behaviour Learning Activity
4	Analysing Consumer and Business Markets Part 2	Read Chapter 6 – Further Details available on CANVAS	Group Marketing Report Assessment Workshop
5	Identifying Segments and Targets	Read Chapter 7 – Further Details available on CANVAS	Segmentation, Targeting & Positioning Learning Activity
6	Product Strategy and Managing Services Part 1	Read Chapter 8 – Further details available on CANVAS	Product Strategy Learning Activity Assessment 1 due: Group Marketing report – Sunday end of week 6 by 11:59 pm
7	Product Strategy and Managing Services Part 2 - Building Strong Brands	Read Chapter 9 – Further details available on CANVAS	Branding Learning Activity Assessment 2 due: Individual Report on Group Problem Solving and Teamwork – Sunday end of week 7 by 11:59 pm
8	Creating Value through New Offerings and Pricing	Read Chapter 10 – Further details available on CANVAS	Pricing Strategy Learning Activity
9	Designing and Managing IMC	Read Chapters 13 and 14 – Further details available on CANVAS	IMC Learning Activity
10	Delivering Value through Integrated Channels	Read Chapters 11 and 12 – Further Details available on CANVAS	Value Delivery Network Learning Activity
11	Contemporary Topics in Marketing: Marketing Research	Chapters 4 and 5 – Further Details available on CANVAS	Marketing Research Learning Activity
12	Review		Individual Marketing Plan consultation Assessment 3 due: Individual Marketing Plan - Sunday end of week 12 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

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PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:
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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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