



*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

<b>Course Description</b>	Marketing plays a vital role in creating sustainable competitive advantage for organisations with limited resources, and that operate in dynamic competitive environments. In doing so marketing provides the focus for creating and maintaining value for customers and organisational profit. Drawing from a preliminary review of basic marketing concepts and processes, Marketing Management develops a set of key analytical tools to enhance managers' understanding of, and the ability to, manage key strategic issues and decisions. Marketing Management and Planning is designed as a beneficial stand-alone unit for all managers and provides a strong foundation for further marketing studies.
<b>Contact Hours</b>	<b>Online:</b> Online workshops and discussion forums as per course requirement for the full trimester.
<b>Unit Weighting</b>	10 units
<b>Requisites</b>	This course replaces GSBS6010. If you have successfully completed GSBS6010 you cannot enrol in this course.
<b>Workload</b>	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.
<b>Please refer to the course</b>	<b>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.</b>
<b>Student Consultation</b>	A minimum of one (1) hour consultation per week. Please see the course CANVAS site for details of time and location.
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Explain and interpret the role of marketing within the organisation;</li><li>2. Apply marketing principles and theory to analyse problems and propose solutions;</li><li>3. Identify, explain and apply the elements of a marketing plan;</li><li>4. Discuss strategic and marketing planning, and apply a strategic framework to marketing issues and decisions;</li><li>5. Effectively communicate marketing knowledge in a written context; and</li><li>6. Work collaboratively to challenge and develop ideas.</li></ol>

# 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 Report – Marketing Plan Part 1	Saturday, Week 6 by 11:59 pm	Group	30%	1, 2, 3, 4, 5, 6
2	Individual Report – Marketing Plan Part 2	Saturday, Week 11 by 11:59 pm	Individual	30%	1, 2, 3, 4, 5, 6
3	Final Examination	Formal Examination Period	Individual	40%	1, 2, 3, 4, 5, 6

**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

<b>Late Submissions</b>	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. <b>Note:</b> this applies equally to week and weekend days.
-------------------------	--

## Assessment 1 – Group Report – Marketing Plan Part 1

<b>Assessment Type</b>	Report
<b>Purpose</b>	The situation analysis is designed to assess students' professional judgement in marketing analysis and reporting, and their capacity to work within a team.
<b>Description</b>	Marketing Plans commence with a thorough current Situational Analysis and a Market Segmentation Profile. A marketing situation analysis presents data on the target market, product, distribution, competition, and the macro environment. It is synthesised to identify the major strengths, weaknesses, opportunities, and threats (SWOT) facing the company / product line and to highlight emerging issues. A segmentation profile is built to identify each segment that might be targeted. Groups of three to five (or as indicated by your lecturer) are formed by mutual agreement with teaching staff. Choose a company in agreement with your team members and propose it to your lecturer. Your lecturer will assess the suitability of the company for the purpose of the project and provide feedback to the team. This can be done either by email or during consultation time. It is entirely appropriate to narrow your analysis to a product line where multiple products exist. For the setting of the project, please assume that the company is doing businesses in Australia. You must incorporate business, trade publications and academic literature to support / justify your discussion. Unsubstantiated statements will not provide credibility to your discussion, and you may possibly be marked down.
<b>Weighting</b>	30%
<b>Length</b>	5000 Words maximum (excluding table of contents and executive summary)
<b>Due Date</b>	Saturday of week 6 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	Details will be available on the course CANVAS site. <b>Please note:</b> 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: <b>NO SPARK NO MARK.</b>
<b>Return Method</b>	Online – via Turnitin
<b>Feedback Provided</b>	Online

## Assessment 2 - Individual Report - Marketing Plan Part 2

<b>Assessment Type</b>	Report
<b>Purpose</b>	The report tests students' integrated marketing understanding, creative problem solving and decision-making.
<b>Description</b>	<p>A marketing plan is an essential tool for any marketer, providing direction for a brand, product or organisation. A marketing plan describes the marketing environment, marketing objectives and marketing strategies.</p> <p>In Assessment 1 you with others in your group, developed a situation analysis for a selected company culminating in a SWOT analysis. This is the current situation that the company is in, from a marketing perspective. Assessment 1 also developed an established segmentation profile for each segment that might be targeted.</p> <p>On the basis of that analysis and the situation the company is therefore in and the established segmentation profile, you are required to individually reflect on how you would conclude that plan, relative to selected key issues from the SWOT by analysing it, on the basis of marketing objectives for that setting, deciding on which markets to target based on the segmentation analysis conducted as part of the external analysis, how to position the product/company, and an outlining overall approach to an appropriate new marketing mix.</p> <p>You need to illustrate the links between the various elements of the marketing plan during this assignment You must incorporate business and trade publications and academic literature to support / justify your discussion. Unsubstantiated statements will not provide credibility to your discussion, and you may possibly be marked down.</p>
<b>Weighting</b>	30%
<b>Length</b>	3500 words maximum (excluding table of contents and executive summary)
<b>Due Date</b>	Saturday of Week 11 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	Details will be available on the course CANVAS site
<b>Return Method</b>	Online – via Turnitin
<b>Feedback Provided</b>	Online

## Assessment 3 - Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The final examination tests students advanced knowledge of Marketing Management and Planning developments and professional practice.
<b>Description</b>	<p>Students demonstrate their critical thinking and analytical problem-solving skills responding to a variety of both open and closed ended questions. They apply their advanced knowledge of theory, models and concepts relevant to contemporary practice in Marketing Management and Planning.</p> <p>This course has an <b>OPEN BOOK</b> examination. The exam will be completed <b>ONLINE</b> and will be invigilated. Any <b>hardcopy materials</b>, including a thesaurus, a dictionary, or a translation dictionary are permitted in the examination.</p> <p>No devices are permitted to be used in the examination, other than non-programmable calculators (if specifically advised on the examination paper) and the computer on which the student is completing the examination. Students are not permitted to use their computer for accessing any applications other than Zoom, CANVAS and an e-text/class notes. The examination invigilator can direct a student to share their screen at any time during the examination. If a student is found to be using other computer applications or devices, they will be reported for academic misconduct.</p>
<b>Weighting</b>	40%
<b>Length</b>	120 minutes
<b>Due Date</b>	Formal Examination Period
<b>Submission Method</b>	Formal Examination
<b>Assessment Criteria</b>	Details will be available on the course CANVAS site
<b>Return Method</b>	Not returned.
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered.

---

# SYLLABUS

## Course Content

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

1. The marketing process, orientation and the strategic environment, ethics and social responsibility.
2. Business and marketing strategies, competitive advantage, business capabilities and value creation.
3. Augmented product, marketing research, planning process and plans; situation analysis and the SWOT.
4. Market segmentation, targeting and positioning; consumer perceptions and perceived value.
5. The marketing mix strategy.
6. Product decisions, managing brands, product-market and competitor analysis
7. New product development, service-products and the marketing plan.
8. Costing issues and pricing strategies: life cycle, skimming and penetration pricing.
9. Value based relationship management; IMC and the market space.
10. Designing market-driven organisations, delivering a value proposition and logistics.
11. Implementing the marketing plan and globalisation issues.

## Course Materials

### Required Text:

Solomon, M., Marshall, G., & Stuart, E. W. (2022). Marketing: Real People Real Choices (11th ed., Global ed.). Pearson Australia.

**ISBN:** 9781442561526

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

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Making Marketing Value Decisions: Markets and the Marketing Process	Chapter 1	
2	Marketing in the Organisation: Strategic Environment and Planning	Chapter 2 & 3	
3	Managing Market Information: Marketing Research	Chapters 4 & 5	
4	Consumer Behaviour Part 1	Chapter 6	
5	Consumer Behaviour Part 2	Chapter 6	Assessment 1 and 2 Consultation
6	Market Segmentation, Targeting and Positioning	Chapter 7	<b>Assessment 1 due:</b> Saturday, Week 6 by 11:59 pm
7	Managing the Marketing Mix: Product Decisions Part 1	Chapter 8	
8	Managing the Marketing Mix: Product Decisions Part 2	Chapters 9	
9	Managing the Marketing Mix: Pricing Decisions	Chapter 10	
10	Managing the Marketing Mix: Promotion Decisions	Chapters 13 & 14	
11	Managing the Marketing Mix: Place & Distribution Decisions	Chapters 11 & 12	<b>Assessment 2 due:</b> Saturday, Week 11 by 11:59 pm
12	Course Review and Examination Revision		

**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

**School Office** **Newcastle Business School – Callaghan, Newcastle City & Online**  
 NU Space  
 409 Hunter Street  
 Newcastle  
[nbs.enquiries@newcastle.edu.au](mailto:nbs.enquiries@newcastle.edu.au)  
 +61 2 4921 5511

# 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:

- 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:

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.*

© 2024 The University of Newcastle, Australia