



*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** To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. Foundations of Marketing introduces the foundational concepts/frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This course develops communication and team processes which are valued attributes within marketing environments.

**Sustainable Development Goals**



**Contact Hours**

**Lecture/Workshop**

Face to Face On Campus

One (1) hour lecture and two (2) hour(s) workshop per Week for the Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

Contact Hour Requirement		
There is a compulsory attendance requirement in this course.	Two (2) hour Workshop per week for Full Term	All students must participate in 80% of all <b>non-lecture activities</b> in this course.

Students can check-in using the app or advise the academic staff member at the commencement of the session if they need the staff member to check-in on their behalf. All students' attendance will be recorded using the myUON app. Please note: The 80% attendance requirement applies to **ALL** students enrolled in 1000 level courses.

**Unit Weighting**

10

**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. Examine and discuss the key concepts and principles of marketing;
2. Identify and explain the main factors involved in understanding the marketplace;
3. Demonstrate an integrative understanding of the steps involved in marketing planning;
4. Analyse the components of the marketing mix;
5. Access, analyse, evaluate and synthesise information

# COURSE OUTLINE

- appropriate for marketing activities; and
6. Work collaboratively to challenge and develop ideas, and to communicate outcomes in written contexts.

## ASSESSMENT DETAILS

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	Case Analysis	Week 5	Individual	20%	1
2	Individual Report	Week 9	Individual	40%	2, 3, 4, 5
3	Group Report	Week 13	Group	40%	2, 3, 4, 5, 6

**Please note: students are advised that all assessments must be submitted in English. Assessment items 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.
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### Assessment 1 – Case Analysis

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	To illustrate and outline the key marketing concepts, buying decision roles and stages of the buying process.
<b>Description</b>	Students will be asked to analyse themselves as a consumer and apply the content examined in weeks 1 to 3 inclusive. More details provided on course CANVAS site.
<b>Weighting</b>	20%
<b>Length</b>	1500 word (+/- 10%)
<b>Due Date</b>	Sunday of week 5 by 11:59 pm
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See CANVAS course site for detailed assessment criteria
<b>Return Method</b>	Online – via Turnitin.
<b>Feedback Provided</b>	Online - Feedback will be provided within three weeks of submission.

### Assessment 2 - Individual Report

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	To research and analyse the current marketing activities for a specific product, for a specific customer segment.
<b>Description</b>	The selection of the product <b>MUST</b> be chosen from the list outlined on CANVAS. More details provided on CANVAS.
<b>Weighting</b>	40%
<b>Length</b>	3000 words (+/- 10%)
<b>Due Date</b>	Sunday of Week 9 by 11:59 pm
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See CANVAS course site for detailed assessment criteria
<b>Return Method</b>	Online – via Turnitin.
<b>Feedback Provided</b>	Online - Feedback will be provided within three weeks of submission.

## Assessment 3 - Group Report

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	To collaborate in a group to produce a situation analysis of an organisation that shows evidence of research and application of marketing theory.
<b>Description</b>	<p>The selection of the organisation <b>MUST</b> be chosen from the list outline on the course CANVAS site. Detailed instructions provided on the course CANVAS site.</p> <p><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.</p> <p>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></p>
<b>Weighting</b>	40%
<b>Length</b>	5000 words (+/- 10%)
<b>Due Date</b>	Sunday of Week 13 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	See CANVAS for detailed assessment criteria and rubric.
<b>Return Method</b>	Final assignments will not be returned.
<b>Feedback Provided</b>	Feedback provided upon request by emailing the course coordinator. Peer evaluation and group moderation processes will take place as part of the marking process.

## SYLLABUS

### Course Content

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

1. Key Marketing Concepts
2. Consumer Behaviour
3. Market Segmentation, Targeting and Positioning
4. Products, Services and Brands
5. New Products and Price
6. Place – Distribution
7. Integrated Marketing Communications
8. Sustainable Marketing
9. Micro and Macro Environment
10. Market Research
11. SWOT Analysis

### Course Materials

#### Required Text:

Armstrong., G., Denize, S., Volkov. M., Adam, S., Kotler, P., Hoon Ang, S., Love, A, van Esch, P. (2020). *Principles of Marketing. 8<sup>th</sup> edition*. Australia: Pearson Education.

**ISBN:** 9781488626203

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

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Key Marketing Concepts	Details available on CANVAS	
2	Consumer Behaviour	Details available on CANVAS	
3	Market Segmentation, Targeting and Positioning	Details available on CANVAS	
4	Products and Brands	Details available on CANVAS	
5	New Products and Price	Details available on CANVAS	<b>Assessment 1 due:</b> Sunday of week 5 by 11:59 pm
6	Place - Distribution	Details available on CANVAS	
7	Promotion - Integrated Marketing Communications	Details available on CANVAS	
8	Sustainable Marketing	Details available on CANVAS	
9	Services	Details available on CANVAS	<b>Assessment 2 due:</b> Sunday of week 9 by 11:59 pm
10	Microenvironment	Details available on CANVAS	
11	Macroenvironment	Details available on CANVAS	
12	SWOT Analysis	Details available on CANVAS	
13	Marketing Research and Strategy	Details available on CANVAS	<b>Assessment 3 due:</b> Sunday of week 13 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

## School Offices

### 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

### Newcastle Business School - Ourimbah

BO1.13, Business Offices  
 Ourimbah  
[ccbbusiness-school@newcastle.edu.au](mailto:ccbbusiness-school@newcastle.edu.au)  
 +61 2 4349 4453

### Newcastle Business School - Sydney

55 Elizabeth Street  
 Sydney  
[nbs-sydney@newcastle.edu.au](mailto:nbs-sydney@newcastle.edu.au)  
 +61 2 82626432

### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
 +65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
 National Library Building  
 Singapore  
[Singapore-StudentCentral@newcastle.edu.au](mailto:Singapore-StudentCentral@newcastle.edu.au)  
 +65 6221 3306

# 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).

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	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 <a href="#">Oral Examination (viva) Procedure</a> . 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 <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	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"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	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 <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> 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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