

MISSION: Our mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.

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.

Unit Weighting

10

Requisites

This course replaces MKTG2100. If you have successfully completed MKTG2100, you cannot enrol in this course.

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.

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

COURSE OUTLINE

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 Study Analysis	Week 5	Individual	20%	1
2	Marketing Report	Week 9	Individual	40%	2, 3, 4, 5
3	Situation 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.

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 – Case Study Analysis

Assessment Type	Written Assignment
Purpose	To examine and discuss the key concepts of marketing to a given case study scenario.
Description	Case study and associated questions will be provided on CANVAS. Students will be randomly allocated to one case study. More details provided on course CANVAS site.
Weighting	20%
Length	1500 word (+/- 10%)
Due Date	Sunday of week 5 by 11:59 pm SGT
Submission Method	Online
Assessment Criteria	See CANVAS course site for detailed assessment criteria
Return Method	Online – via Turnitin.
Feedback Provided	Online - Feedback will be provided within two weeks of submission.

Assessment 2 - Marketing Report

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

Assessment 3 - Group Situation Report

Assessment Type	Written Assignment
Purpose	To collaborate in a group to produce a situation analysis of an organisation that shows evidence of research and application of marketing theory.
Description	The selection of the organisation MUST be chosen from the list outline on the course CANVAS site. Detailed instructions provided on the course CANVAS site. 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.
Weighting	40%
Length	5000 words (+/- 10%)
Due Date	Sunday of Week 13 by 11:59 pm SGT
Submission Method	Online – via Turnitin
Assessment Criteria	See CANVAS for detailed assessment criteria and rubric.
Return Method	Online – via Turnitin.
Feedback Provided	Online – Feedback will be provided online within two weeks of submission. Peer evaluation and group moderation processes may take place as part of the marking.

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. 8th edition*. Australia: Pearson Education.

ISBN: 978-1488626203

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	Assessment 1 due: Sunday of week 5 by 11:59 pm SGT
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	Assessment 2 due: Sunday of week 9 by 11:59 pm SGT
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	Assessment 3 due: Sunday of week 13 by 11:59 pm SGT

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:
<http://www.psb-academy.edu.sg/eng>
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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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