



# Wollongong College Australia

A College of the University of Wollongong

**Australia**

Wollongong

ITC Education Ltd trading as  
Wollongong College Australia  
CRICOS 02723D  
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# Diploma in Business

(CRICOS course codes: 057231C, 057232B)

## Subject Outline Summer 2009/10

### WUCB101

### Marketing Principles

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WCA-WUCB101-S0/5

# Marketing Principles

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## Subject Description

Everywhere we go, every time we buy, when we eat and when we drink, we are exposed to marketing at work. Why do we drink Coke instead of Pepsi? Why do we prefer Colgate to Macleans? How do we make our decisions? What influences our choices? How do businesses know what we want to buy? How do businesses convince you to buy their product and not their competitor's products?

Marketing is all around us, and we all need to know something about it. Marketing is used not only by manufacturing companies, wholesalers and retailers, but also by all kinds of individuals and organisations. Lawyers, accountants, and doctors use marketing to manage demand for their services. So do hospitals and museums. People throughout these organisations need to know how to define and segment a market and how to position themselves strongly by developing need satisfying products and services for chosen target segments. They must know how to price their offerings to make them attractive and affordable, and how to choose and manage intermediaries to make their products available to customers. They need to know how to advertise and promote their products so customers will know about them and want them. Clearly marketers need a broad range of skills in order to serve and satisfy consumer needs.

The subject examines basic marketing concepts to build up a sound understanding of marketing principles. The material assists those who want to be specialist marketers and those interested in undertaking other business or professional studies. What you learn in this subject will be of value to you for the rest of your lives as consumers and as members of the business community.

## Subject structure

Marketing Principles is delivered in a face-to-face format of five (5) hours per week. The subject consists of 1 x 3 hour lecture and 1 x 2 hour tutorial each week. The session is of 14 week's duration with face-to-face classes scheduled for the first 12 weeks and a study/examination period in Weeks 13 and 14.

In addition to scheduled class sessions, students are expected to spend additional time in individual study and research. As a general guideline students will need to spend at least 1 hour in private study (including completing homework and revision) for every two hours of scheduled class time.

Teachers will be available for a consultation time each week. Students will be notified of the time and location of the consultation session during Week 1 of the Session. It is recommended that students experiencing difficulty with this subject arrange to consult with the teacher as difficulties are encountered.

Some students may require tutorial support to improve language/literacy skills. Where this is recommended, students will be advised to use the College's self-access facilities in the Multimedia Centre in their own time. These facilities are located upstairs in building 30.

## Learning resources

### Textbook

Pride, W, 2007. *Marketing Core Concepts & Applications*, 2<sup>nd</sup> Edition, John Wiley & Sons, Australia.

### Required Study Guide

Walters, Hughes, Pride, Ferrell, 2008. *Core Concepts & Applications (2nd Asia pacific edition)*, John Wiley & Sons, Australia.

### Supplementary/ Reference Texts

Kotler, P., Adam S., Brown, L., and Armstrong, G., 2003, 6th ed., *Marketing*, Pearson Education Australia.

Dann, Susan and Dann, Stephen, 2004, *Introduction to Marketing*, John Wiley, Milton, Australia.

McCarthy, E. Jerome and Perreault, W. D. 2005, 15th ed., *Basic Marketing: A global-Managerial Approach*, Homewood, Ill.: Irwin.

Summers, J., Gardiner, M., Lamb, C.W., Hair, J.F. and Daniel, C. 2003, *Essentials of Marketing*, Thomson Learning (Nelson Publishing), Melbourne.

Rix, P., 2001, 4th ed., *Marketing: A Practical Approach*, McGraw Hill, Sydney.

Zikmund, W. G. and D'Amico, M., 1999, 6th ed., *Marketing*, South Western College Publishing, Ohio.

## **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)

## **Academic Journals (in University Library)**

Journal of Marketing

Harvard Business Review

Australian Marketing Researcher

Journal of Consumer Research

Journal of Advertising

Journal of Advertising Research

Journal of Retailing

## **WebCT**

This subject is linked to WebCT. The lecture PowerPoint outlines will be uploaded onto WebCT every week. You can access WebCT by using your college email account and password and following these steps:

Go to web address: <http://www.uow.edu.au/LOL>

Click on 'Login to my subjects'

Enter your details: email login (for WebCT ID) / password

Click on 'WUCB101: Marketing Principles'.

## **Subject outcomes**

Successful completion of Marketing Principles will enable students to:

1. demonstrate an understanding of fundamental marketing concepts;
2. analyse and evaluate different pricing and distribution strategies;
3. analyse and plan marketing strategies;
4. analyse and evaluate theories of consumer and business behaviour to forecast future trends;
5. demonstrate a sound understanding of and be able to apply presentation skills;
6. demonstrate improved analytical & problem solving skills;
7. demonstrate a thorough understanding of marketing concepts that will be a foundation for other marketing subjects.;

Additionally, the course assessments are designed to continue to improve students' verbal, written and thinking skills in preparing them for positions in the business world.

## Subject outline in weeks

The following guide to lessons and activities may be adjusted to suit the needs of the group.

### **Week 1 Introduction to Marketing Marketing and its Environment**

Textbook chapter: 1

### **Week 2 The Global Marketing Environment & Marketing Information Systems**

Textbook chapters: 3 & 4

### **Week 3 Consumer Behaviour & Business To Business Behaviour**

Textbook chapters: 6 & 7

### **Week 4 Market Segmentation, Targeting and Positioning**

Textbook chapter: 5

### **Week 5 Product Decisions**

Textbook chapters: 8 & 9

### **Week 6 Mid Session Examination**

Mid-session examination to be held during lecture

### **Week 7 Pricing Considerations and Approaches**

Textbook chapters: 10 & 11

### **Week 8 Marketing Logistics Networks and Retailing & Wholesaling**

Textbook chapters: 12 & 13

### **Week 9 Integrated Marketing Communications (IMC)**

Textbook chapter: 14

### **Week 10 Promotion Mix**

Textbook chapter: 15

### **Week 11 Strategic Planning & The Marketing Process**

Textbook chapters: 2 & 16

### **Week 12 Revision**

Revision for final exam

### **Weeks 13 & 14 Final examination Period**

Examination and study period. Please refer to examination timetable for the exact date, time and location of the final exam.

# Assessment

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## Assessment and plagiarism policy

All written assessment tasks, with the exception of examinations and in-class tasks, must be word-processed unless students are otherwise advised.

Students must keep copies of all assessment tasks submitted for marking with the exception of class tests and examinations.

Plagiarism is a form of cheating or stealing that happens when a student uses someone else's work and presents it as his/her own without showing where it comes from. To avoid this, students are expected to submit their own original work for assessment and to accurately acknowledge all references and sources used in essays and assignments.

For information regarding assessment, plagiarism, acknowledging sources and examination rules, please refer to the Wollongong College Australia Student Handbook <http://www.wca.uow.edu.au/handbook>

## Assessment Schedule

Task	Due	Weighting	Length/Time
Mid Session Examination	Week 6	20%	2 hours 15 mins
Major Assignment	Week 8	20%	2500 words
Group Presentation	Week 11	20%	15 –20 minutes
Final Examination	Week 13/14	40%	3 hours

## Marking Guidelines

WCA best practice is that students can normally expect to have assessment tasks handed back within two weeks, and before the next assessment task is due. On occasion there may be exceptions to this time frame due to, for example, the size of the task, the size of the class, teacher illness or teacher leave.

Where there are several teachers marking a major assessment task, tasks will be handed back by all the teachers within the same week.

## Assessment criteria and explanation of components

All assessment components are marked according to set marking criteria.

### Mid Session Examination 20%

The Mid-Session Examination is designed to test students' ability to recall and apply a range of disciplinary knowledge as covered in weeks 1 - 5. The exam will consist of a variety of questions including short answer, multiple choice questions and/or a case study.

### Major Assignment 20%

The Major Assignment is to be done individually. The assignment is due in Week 8 at the start of the lecture. See Appendix A for submission details.

### Group Presentation 20%

Details of the group presentation will be handed out in week 1.

### Final examination 40%

The final examination will consist of a combination of multiple choice questions, short answer questions and an essay. The duration of the final examination is 3 hours. The subject coordinator will indicate during the session the important sections that are worthwhile studying for the final examination. Students who receive a grade of less than 40% in the final exam may be awarded a fail in this subject regardless of the total final mark.

Non-English speaking background students in the Diploma Programs may use foreign language dictionaries for their final exams. Diploma students who wish to use a dictionary must complete the Dictionary Use Application Form available at reception. This form and the dictionary must be submitted to reception **no later than 5pm Friday week 11** for approval.

Please note the following regulations regarding dictionary use:

- The only dictionaries permitted are language dictionaries, with word to word translations only.
- English-English dictionaries, Electronic dictionaries, Terminology dictionaries, or other are not permitted. The dictionary must not include English translations or explanations. Any dictionary that includes English explanations or phrases is not acceptable and will not be approved.

## **Appendix A**

Major Assignment (20%) - Due at the start of the Lecture in Week 8

All specific details regarding the major assignment will be covered in week 1.

### **SUBMISSION GUIDELINES for Major Assignment**

The report must be 1.5 line spaced, have 3 cms margins and be in font size 12. The assignment must not exceed 2,500 words (approximately 8 pages). Ensure that the body of your report does not exceed the word limit, as additional material will not be marked.

#### **References.**

All references to other authors or texts cited during the report must be listed in this section. Check the Library for guidelines on Harvard style referencing format. The list of references should be on a separate page.

For referencing guidelines, go to

[www.library.uow.edu.au/referencing/citeharvard\\_edu2\\_dec07.pdf](http://www.library.uow.edu.au/referencing/citeharvard_edu2_dec07.pdf)

#### **Appendices.**

If needed, appendices can be used to provide repetitive or lengthy information (e.g. figures/ tables of results, statistics, maps, drawings, letters, specification or data sheets). Each separate appendix should be lettered, (Appendix A, Appendix B, Appendix B1, Appendix B2, Appendix C, etc.).