



## MKT 101 - Principles of Marketing

### **Basic Information:**

<b>Instructor Name</b>	Dr. Frances Chang
<b>Home Institution</b>	Macquarie University
<b>Instructor Title</b>	Professor
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<b>Office</b>	TBA
<b>Office Hours</b>	TBA, and by appointment

### **Course Description:**

This unit explores the proposition that marketing is based on an understanding of consumer value. The unit looks at the evolution of marketing thought from a production orientation to its current state. The unit covers gathering information on consumer needs and the marketing environment. It then looks at the building blocks and tools that the marketer uses to satisfy those needs – the marketing mix. The unit includes the latest developments in marketing theory, illustrated with examples of best practice from Australia and major economies overseas.

### **Required Course Materials:**

<b>Textbook</b>	<b>Edition</b>	<b>Author</b>	<b>Publisher</b>	<b>ISBN-10</b>
Marketing Management	15th Edition	P.Kotler and K.L. Keller	Pearson Education, Australia	1292092629

Link to e-book purchase address:

<http://www.pearson.com.au/products/K-L-Kotler-Keller/Marketing-Management-Global-Edition/9781292092621?R=9781292092621>

### **Course Hours:**

The course has 15 class sessions in total. Each class session is 160 minutes in length. The course meets from Monday to Friday. Each course has a total of 40 class hours. A reading day for students is on 7th Feb, 2018. Final exam will be on 8th Feb, 2018.

### **Year Level:**

The 1st year.

### **Prerequisite:**

(List if there is any; List "None" if the course has no prerequisite)

Macro-Economics, Micro-Economics

### **Course Schedule:**

<b>Week</b>	<b>Session</b>	<b>Day</b>	<b>Topic (s)</b>	<b>Chapter(s)</b>	<b>Homework</b>
Week 1	14 Jan, 2018	Sun	Orientation		
	15 Jan, 2018	M	Defining Marketing for the 21 <sup>st</sup> Century	1&2	No Tutorials



	16 Jan, 2018	T	Conducting Marketing Research	3&4	Class activity
	17 Jan, 2018	W	Analyzing consumer and business markets	5,6&7	Class activity
	18 Jan, 2018	TH	Identifying Market Segments and Targets	9	<b>Class Test</b>
Week 2	22 Jan, 2018	M	Brand Equity and Brand Positioning	10&11	Class activity
	23 Jan, 2018	T	Setting Products and Managing Services Discussion on group project	13&14	In-class prep on homework.
	24 Jan, 2018	W	Developing Pricing Strategies and Programs	16	Class activity
	25 Jan, 2018	TH	Designing and Managing Integrated Marketing Channels and Logistics	17&18	In-class prep on homework
Week 3	29 Jan, 2018	M	Designing and Managing Integrated Marketing Communications	19,20,21&22	Homework Due 29 Jan by 9am
	30 Jan, 2018	T	Tapping into Global Markets	8	Class activity. In-class prep on group work.
	31 Jan, 2018	W	Revisions of Topics and Exam Preparation		In-class prep on group work.
	1 Feb, 2018	TH	Group presentation		Group report submission on 1 Feb by 9am.
	2 Feb, 2018	F	Group presentation		
Week 4	5 Feb, 2018	M	Group Report submission		
	6 Feb, 2018	T	Revision		Exam Preparation
	7 Feb, 2018	W	<b>Reading Day</b>		Exam Preparation
	8 Feb, 2018	TH	<b>FINAL EXAM</b>		

**Evaluation:**

Class Participation and Discussion

Class Test (multiple choice questions)

Homework

Group Project: Critical Case analysis

Written Examination: Answer 5 short-essay questions

**Assessment guidelines will be provided separately.**

**Grading Policies:**

<b>Part</b>	<b>Percentage</b>	<b>Points</b>
Attendance	10%	10
Homework	20%	20
Class Test	10%	10
Group Project	25%	25
Exams	35%	35
<b>Course Total</b>	<b>100%</b>	<b>100 Points</b>



## **Grade Distribution:**

<b>Letter Grade</b>	<b>Grade Points</b>
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

## **Academic Integrity**

SISU expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own
- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members

## **General Principles**

SISU is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

## **General Disciplinary**

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

## **Disciplinary Actions for Specific Offenses**

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

### **Falsification of documents:**

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.



**Dishonesty in course requirements:**

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

**Final assignment:**

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from SISU.