MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT OUTLINE

Year and Semester: Semester 2, 2009  
Unit convenor: Dr Jana Bowden  
[Prerequisites / Corequisites:] None

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

1.0 ABOUT THIS UNIT

MKTG101 has been designed to provide you with an introduction to the field of marketing. The course focuses on the role of marketing and its importance in contemporary organisations and society. During the semester we will critically explore marketing principles, concepts and models from a practical perspective. You will have the opportunity to apply this theory through the analysis of a variety of real-world examples directed at amplifying your understanding of how marketing concepts are used.

This is a 3 credit point unit.

MKTG101 is a foundation unit in the study of marketing. It offers an introduction to a number of specialist marketing units offered by the Department of Business at Macquarie University, including:

- Services Marketing  
- Marketing Research  
- Consumer Behaviour  
- International Marketing  
- Marketing Management  
- Brand Management  
- Business to Business Marketing  
- Marketing Metrics  
- Marketing Strategy  
- E-Marketing  
- Sales Management  
- Customer Relationship Management  
- Social Marketing  
- Integrated Marketing Communications  
- Marketing Strategy Project  
- Marketing Seminar  

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2.0 Teaching Staff

- Convenor & Lecturer:
  o Dr. Jana Bowden
  o Department of Business, Faculty of Business & Economics
  o Room 650, Level 6, Building E4A
  o Email: Jana.Bowden@mq.edu.au
  o Phone: 02 9850 1813

- Associate Lecturer & Tutor:
  o Ms Lucy Miller
  o Email: Lucy.Miller@efs.mq.edu.au
  o Please contact your tutor in the first instance

- Tutor:
  o Ms Ricknee Sim
  o Email: Rickneesim@hotmail.com
  o Please contact your tutor in the first instance

3.0 Classes

3.1 Course Structure
This course will be conducted in a weekly two hour lecture and weekly one hour tutorial format. Students will form into groups during the tutorials in Teaching Week 2.

Students are expected to attend and participate in all tutorials during the semester. Attendance and participation in tutorials will contribute to 5% of the course assessment for this Unit. Three or more missed tutorials will result in students obtaining a 0% mark for attendance and participation during the semester.

3.2 Tutorial/ Group Sessions
Tutorials/ group sessions in this course are conducted each week commencing in Teaching Week 2. Class sizes are limited. Times for these sessions are available through the timetable link for the University: http://www.timetables.mq.edu.au/

You must sign on for your preferred session electronically. Should you experience problems, please contact the teaching staff in Week 1. Once you are included in a group, you should attend that group only each week. Changes will be permitted only in exceptional circumstances, and only after discussion with teaching staff. It is the Course Coordinator's expectation that tutorials in this course will be conducted in a professional and conscientious manner.

3.3 Consultation
Teaching staff are there to assist you. Staff members have set consultation times during which you may see them without making an appointment. The Unit Coordinator Dr Jana Bowden is available for consultation on Thursday’s between 10am and 12 midday. Consultation outside of these times is by appointment only. Lucy Miller and Ricknee Sim are available for consultation via email. If you have questions or points that require clarification, you may visit during consultation times. If
staff members are unavailable, leave a message with Jana, Lucy or Ricknee via email.

An online student to student forum is also available via the Blackboard site for this Unit. You may use this site to seek assistance from your peers. Messages and announcements will be posted on this medium regularly by staff and you must take the time to read these each week. All content related discussions (ie announcements about the course) will take place on Blackboard for this Unit. The Blackboard site is a public forum that everyone in the course is able to access and read. The site can be found at the following link:
http://learn.mq.edu.au

3.4 Administration
All content related questions and specific questions regarding the administration of this course should, in the first instance be directed to the tutor/s involved in delivery of the course. Content matters that cannot be dealt with by the tutor should then be referred to the course coordinator.

4.0 REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

4.1 Required Textbook
The textbook to accompany this unit is:


You may either buy the textbook (which comes with E-book access) from the Co-Op bookstore, or you may purchase just the E-book on-line at a lower price (33% discount). If you want to purchase the E-book as a standalone, you can do so through the following link:

4.2 Recommended Study Guide
You may also choose to purchase the Study Guide to accompany the textbook. This is highly recommended although not compulsory. The Study Guide will enable you to practice answering multiple choice questions, short essay questions and mini case study questions (with answers provided at the end of each section), at your own pace. It will therefore assist you in preparation for the final examination for this Unit. The study guide is available for purchase from the Co-Op Bookstore. It is provided at a cheaper rate than if purchased together with the textbook in a bundled package.

The text with shrink-wrap of study guide is:

9780470818664    PRIDE MARKETING CORE CONCEPTS 2E + EBOOK + SG
$119.95.

4.3 Recommended Reading
In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Journal of Services Research
- Australian Business Monthly
- Business Review Weekly

4.4 Recommended Research Databases
You should also familiarize yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:

- Ebscohost:
  - Academic Search Elite
  - Business Source Premier
- Wiley Interscience
- Global Market Information Database

5.0 UNIT WEB PAGE

Please note the unit’s logon Blackboard address is: 
http://learn.mq.edu.au

To log on, you must first obtain a log on password from IT services or the library then click through to Marketing Fundamentals, MKTG101.

Please check this site each week for lecture slides (available for downloading and printing on a week by week basis). In addition, other notes and important announcements will be posted on the site from time to time. It is each students responsibility to regularly check Blackboard (i.e. at least once a week).

6.0 LEARNING OUTCOMES

After successfully completing this course you should be able to:

1. Outline the scope of marketing and recognise marketing as an organisation-wide philosophy
2. Assess the marketing environment
3. Apply the principles of product, pricing, place (distribution) and promotion
4. Appreciate the differences in marketing products and services
5. Analyse marketing performance
6. Discuss emerging trends in marketing
7. Discuss marketing issues in small group sessions

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students’ generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following: communication
skills through presentation and class discussion, critical analysis skills through research & evidence based written assessment, and problem-solving skills through case analysis.

**7.0 Teaching and Learning Strategy**

This unit employs a combination of lectures and tutorials. You are expected to attend all lectures and tutorials and to contribute to the discussions that are encouraged in tutorials. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the marketing principles discussed in lectures and tutorials.

Please refer to the schedule of learning activities by teaching week. This schedule outlines the key content to be discussed in each week’s lectures and tutorials. It additionally outlines the required weekly reading schedule for the Unit.

**8.0 Relationship Between Assessment and Learning Outcomes**

**8.1 Assessment Summary**

A summary of the assessment for this Unit is provided in the table below. Please see section 8.2 onwards for details of each assessment task.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Due Date</th>
<th>Weighting</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Semester Test (50 Multiple Choice)</td>
<td>Conducted during week 7 lectures 14th September</td>
<td>10%</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Group Case Study Presentation (20 Minutes)</td>
<td>Presented during tutorials. See weekly schedule for dates</td>
<td>10%</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
</tr>
<tr>
<td>Applied Essay (2,000 words)</td>
<td>Due Friday 30th October by 5pm sharp</td>
<td>20%</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Final Examination</td>
<td>See University Examination Timetable</td>
<td>55%</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Tutorial attendance, participation, question completion, pop quiz</td>
<td>Week 2 – Week 13 inclusive</td>
<td>5%</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
</tr>
</tbody>
</table>

**8.2 Details of Assessment**

**8.2.1 Mid Semester Multiple Choice Test 10%**

A multiple choice test of 50 questions will be administered **During the lecture** in Week 7 of the Unit. This week commences on the 14th September, 2009. Students will be given one hour to complete the test.

The multiple choice test will examine your knowledge of material covered in chapters 1, 2, 3, 4, 5, 6, 7, and 8 of the textbook and the corresponding lectures.
You are required to attend the lecture that you enrolled in.

Students may only sit for the test once. Failure to sit for the mid semester test will result in a zero grade. Students will only be given special consideration for non-attendance during the test under exceptional circumstances.

8.2.2 Group Case Study Presentation 10%

Students will be placed into groups of 4 in Teaching week 2 commencing the 10th August, 2009. Each student group will then be assigned a specific case study from the text. The case study must be thoroughly analysed and all questions answered. All answers must be justified and supported by additional research from outside of the textbook (i.e. students will be expected to draw upon theoretical support from at least 3 academic journal articles to support their case analysis. Where applicable students may also obtain and utilize material from industry articles). The case study presentation must not exceed 20 minutes.

Aside from analysis of the case material, students are expected to actively engage with their class audience in order to generate meaningful class discussion. A significant proportion of the grade assigned for this presentation task will relate to students’ ability to creatively present the case material as well as to include class members in their presentation. Students may utilize question and answer time, class activities, skits/role plays, games or the like, which are designed to educate and involve the audience in the case material.

Each member must present, which means groups must be disciplined in terms of time management. In order to deliver a quality presentation with group members keeping within their time limit, it is essential that you rehearse several times before the day of your presentation. Cases will be presented according to the case presentation schedule contained in Appendix B (tutorial schedule) and Appendix C (case topics and page references). The marking guide is contained in Appendix F.

8.2.3 Applied Essay 20%

Students are required to complete an individual applied essay during the course. You are expected to collect at least six academic peer reviewed journal articles which relate to one of three applied essay topics. Students will be assigned one of three specific topics during Teaching week 2 commencing the 10th August, 2009. Applied essays must not exceed 2,000 words. Specific details of this assessment are outlined in Appendix E. The marking guide is contained in Appendix G. The Applied essay is worth 20% of your total assessment. The essay is due on the 30th October by 5pm sharp.

8.2.3.1 Plagiarism Detection Software Use in Unit

It is the University's task to encourage ethical scholarship and to inform students and staff about the institutional standards of academic behaviour expected of them in
learning, teaching and research. Students have a responsibility to maintain the highest standards of academic integrity in their work. Students must ensure they do not plagiarise. Plagiarism and the consequences of plagiarizing are discussed in section 10.

In order to detect evidence of plagiarism in students’ work, this Unit utilizes the plagiarism detection software Turnitin. You must upload a soft copy of your essay to the appropriate section of Turnitin (through Blackboard: http://learn.mq.edu.au), prior to handing a hard copy to BESS (Building E4B ground level).

Please note that your applied essay must include the following details:

- Cover sheet with student name, student ID number, tutorial/class enrolment number, tutorial day and time
- Turnitin receipt email. This email provides time and date proof of assignment submission to the Turnitin system
- Copy of the Originality report from Turnitin printed out in black and white, or colour

Any essay not containing a student cover sheet, a print out of the Turnitin Receipt email stating time/date of submission, as well as the Turnitin Originality report will not be marked.

Please place your essay in the appropriate assignment box at BESS Building E4B Ground Floor according to your essay topic name and number. NB. Failure to submit your essay before the deadline on October 30th, 5 pm sharp to Turnitin (softcopy) and to BESS (hardcopy with Turnitin reports) will result in penalty. Submissions received after the deadline listed above will lead to an automatic 10 mark deduction out of the total possible 20 marks for the assessment piece (i.e. 50% deduction) for each day the literature review is late. If the essay submission is 2 or more days late students will receive a zero grade for this assessment.

8.2.4 Attendance, Participation, Completion of Applied Questions & Pop Quiz (5%)

You are expected to attend and participate actively in all of your tutorials throughout semester. This includes:

- Attendance at tutorials
- Reading the weekly assigned case study
- Actively debating the case study presentations each week
- Completing written responses to the weekly applied questions in advance of your tutorial in readiness for tutorial discussion when randomly called upon by the tutor (see Appendix D for set applied questions)
• Ability to answer pop quiz questions when randomly called on by the tutor during tutorials

This will facilitate your learning and prepare you for the final exam. An attendance mark of 5% will be allocated if ten out of twelve tutorials are attended. Students will be randomly selected by the tutor during question time within tutorials to provide answers to any one of the set applied or pop quiz questions for that week.

The following chart shows the allocation of marks for attendance, participation and pop quiz/applied question performance during the semester:

<table>
<thead>
<tr>
<th>Attendance at a minimum of 10 out of 12 tutorials</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>NB. 3 or more missed tutorials without medical certification results in a 0% grade</td>
<td></td>
</tr>
</tbody>
</table>

### 9.0 FINAL EXAMINATION

Students are required to sit a final examination for the Unit. This examination is worth 55% of your course assessment. The final examination will consist of three parts: (1) 50 multiple-choice questions; (2) 3 short-answer questions; and (3) one essay. **You must pass the final examination to pass this unit.**

The weighting of your final exam is as follows:

<table>
<thead>
<tr>
<th></th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay</td>
<td></td>
</tr>
<tr>
<td>50 Multiple Choice Questions</td>
<td>50%</td>
</tr>
<tr>
<td>3 Short Answer Questions</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Worth 55% of your total assessment</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

The exam will cover all Chapters from the textbook outlined in the Learning activities schedule as well as all material discussed during lectures and tutorials. It is the students’ responsibility to read the relevant textbook chapters and attend all case study presentations as part of the overall course requirements.

The University Examination period in Second Half Year 2009 is from the 18th of November to the 4th of December, 2009.

Students are expected to present themselves for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at http://www.reg.mq.edu.au/Forms/APSCon.pdf

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

Students are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

10.0 Plagiarism

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own."

Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the Handbook of Undergraduate Studies or on the web at: http://www.student.mq.edu.au/plagiarism/

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

11.0 Student Support Services

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at http://www.student.mq.edu.au.
# APPENDIX A

## Learning Activities Schedule - Lectures

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Commencing</th>
<th>Lecture Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3rd August</td>
<td>Introduction</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>10th August</td>
<td>Planning Marketing Strategies</td>
<td>Chapter 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>MU Librarian presentation: Database research for your applied essay</em></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>17th August</td>
<td>The Marketing Environment and Market research</td>
<td>Chapters 3 &amp; 4</td>
</tr>
<tr>
<td>4</td>
<td>24th August</td>
<td>Targeting, Segmentation and Positioning</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>5</td>
<td>31st August</td>
<td>Buyer Behaviour 1</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>6</td>
<td>7th September</td>
<td>Buyer Behaviour 2</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>7</td>
<td>14th September</td>
<td>The Nature of Products and Services 1</td>
<td>Chapter 8</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>MULTIPLE CHOICE TEST</strong> <em>(During Lecture)</em></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>5th October</td>
<td>The Nature of Products and Services 2</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>9</td>
<td>12th October</td>
<td>Pricing Decisions</td>
<td>Chapter 10 &amp; 11</td>
</tr>
<tr>
<td>10</td>
<td>19th October</td>
<td>Placement</td>
<td>Chapters 12 &amp; 13</td>
</tr>
<tr>
<td>11</td>
<td>26th October</td>
<td>Marketing Communications 1</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>12</td>
<td>2nd November</td>
<td>Marketing Communications 2</td>
<td>Chapter 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Unit and Lecturer Evaluations</em></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>9th November</td>
<td>Exam preparation</td>
<td></td>
</tr>
</tbody>
</table>
# APPENDIX B
## Learning Activities Schedule – Tutorials

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Commencing</th>
<th>Lecture Topic</th>
<th>Tutorial Activities &amp; Pop Quiz/Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3rd August</td>
<td>Introduction</td>
<td>No tutorial</td>
</tr>
</tbody>
</table>
| 2    | 10th August    | Planning Marketing Strategies  
MU Librarian presentation: Database Research | Introduction  
Form Groups  
Allocate case studies & essay topics |
| 3    | 17th August    | The Marketing Environment and Market research | Essay Overview, Setting of Practice Piece, Turnitin Demonstration |
| 4    | 24th August    | Targeting, Segmentation and Positioning | Case Study 1 due  
Discussion of Essay Practice Piece (bring Turnitin Originality Report) |
| 5    | 31st August    | Buyer Behaviour 1 | Case Study 2 due  
Pop Quiz + Applied Question |
| 6    | 7th September  | Buyer Behaviour 2 | Case Study 3 due  
Pop Quiz + Applied Question |
| 7    | 14th September | The Nature of Products and Services 1  
MULTIPLE CHOICE TEST (During Lecture) | Case Study 4 due  
Case study 5 due |
| 8    | 5th October    | The Nature of Products and Services 2 | Essay Consultations (bring work completed to date) |
| 9    | 12th October   | Pricing Decisions | Case study 6 due  
Pop Quiz + Applied Question |
| 10   | 19th October   | Placement | Case study 7 due  
Pop Quiz + Applied Question |
| 11   | 26th October   | Marketing Communications 1 | Case study 8 due  
Pop Quiz + Applied Question |
| 12   | 2nd November   | Marketing Communications 2 | Case study 9 due  
Case study 10 due |
| 13   | 9th November   | Exam preparation | Tutor Evaluation |
# APPENDIX C

## Learning Activities Schedule – Case Studies

All case studies with page number references are located in the required textbook. Two additional case studies (week 7 and week 12) will be distributed via Blackboard.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date (w/c)</th>
<th>Case Number and Name</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>24&lt;sup&gt;th&lt;/sup&gt; August</td>
<td>CASE 1 Jetstar</td>
<td>139</td>
</tr>
<tr>
<td>5</td>
<td>31&lt;sup&gt;st&lt;/sup&gt; August</td>
<td>CASE 2 End of the Love-in</td>
<td>167</td>
</tr>
<tr>
<td>6</td>
<td>7&lt;sup&gt;th&lt;/sup&gt; September</td>
<td>CASE 3 When your customer becomes your competitor</td>
<td>191</td>
</tr>
<tr>
<td>7</td>
<td>14&lt;sup&gt;th&lt;/sup&gt; September</td>
<td>CASE 4 Kylie Minogue CASE 5 Australia’s games console wars</td>
<td>227 Handout</td>
</tr>
<tr>
<td>9</td>
<td>12&lt;sup&gt;th&lt;/sup&gt; October</td>
<td>CASE 6 Winners &amp; Losers</td>
<td>298</td>
</tr>
<tr>
<td>10</td>
<td>19&lt;sup&gt;th&lt;/sup&gt; October</td>
<td>CASE 7 NZ Natural</td>
<td>385</td>
</tr>
<tr>
<td>11</td>
<td>26&lt;sup&gt;th&lt;/sup&gt; October</td>
<td>CASE 8 Big Brother</td>
<td>413</td>
</tr>
<tr>
<td>12</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; November</td>
<td>CASE 9 Beer Blondes Bondi CASE 10 Krispy Kreme</td>
<td>444 Handout</td>
</tr>
</tbody>
</table>
APPENDIX D
Learning Activities Schedule – Applied Questions

Each of these questions is to be prepared in a half page written response prior to the designated tutorial in which it is to be discussed.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date (w/c)</th>
<th>Applied Question – prepare ½ page answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>31st August</td>
<td>Identify three different products that you believe require reasonably intensive pre-purchase information search by the consumer. Using Figure 6.1 on page 150 as a guide (and particularly the ‘possible influences on the decision process’), identify the specific characteristics of these products that make intensive pre-purchase search likely.</td>
</tr>
<tr>
<td>6</td>
<td>7th September</td>
<td>Find three print advertisements that you believe are targeted at a particular psychographic segment. What segments are they targeting? How effective do you think each of these ads is in terms of achieving its objectives?</td>
</tr>
<tr>
<td>9</td>
<td>12th October</td>
<td>Think about Macquarie University and its campus and facilities. Analyse the atmosphere and physical environment of the University. What image does the environment convey? Should Macquarie change anything to make the environment more appealing to students? Do your fellow students who attend University affect your evaluation of the quality and value? Explain?</td>
</tr>
<tr>
<td>10</td>
<td>19th October</td>
<td>Construct a two-dimensional perceptual map and plot the positions of four universities in New South Wales on it. Use the two attributes that were most important to you in choosing between universities. Discuss the implications of this perceptual map for the student recruitment function of one of the universities that you did not choose.</td>
</tr>
</tbody>
</table>
| 11   | 26th October| Select a newspaper or magazine advertisement that attempts to:  
  a. Provide the consumer with a decision strategy to follow in making a purchase decision or  
  b. To reduce the perceived risk(s) associated with a purchase  
Discuss the way in which the advertisement encourages a decision strategy or reduces perceived risk(s). Does the advertisement use an emotional or rational appeal? |
APPENDIX E
Learning Activities Schedule – Applied Essay Topics
Topics will be assigned to students in Teaching Week 2

The essay is worth 20% of your marks for this course. The essay is due Friday 30th October 2009 5pm in the BESS Office (Building E4B Ground Level. It must also be submitted to the plagiarism detection system, Turnitin by 5pm Friday 30th October, 2009. Turnitin is accessible via the Blackboard site for this course.

This assignment is to be completed on an individual basis. This assessment item is designed to test your understanding of a major conceptual issue that underlies marketing theory. The assignment should be concise, clearly argued, and typed single-sided, on A4 paper, using 12pt font, 1.5 line spacing, with your student name and identification number in the footer of each page. The structure of the essay is to follow a standard approach: 1) formal university assignment cover sheet (including name, ID, Tutorial number) 2) title page, 3) introduction, 4) body, 5) conclusions, 6) list of references, 7) appendices. You must also include your Turnitin Receipt Number and Turnitin Similarity Index Report (colour or black/white). Please note your essay WILL NOT BE MARKED without both elements of Turnitin documentation. You should use headings and sub-headings throughout your report. The length is to be no longer than 2000 words (excluding tables, references and appendices).

Your applied essay must cover one of the three topics listed below. The essay involves an extensive search and systematic review of the published work about a specific topic, as such it is similar to conducting a miniature review of the literature.

A literature review is an account of what has been published on a topic by accredited scholars and researchers. In writing the essay, your purpose is to convey to your reader what knowledge and ideas have been established on a topic, and to convey their strengths and weaknesses. As a piece of writing, the essay must be defined by a guiding concept (e.g., your selected topic). It is not just a descriptive list of the material available, or a set of summaries. It requires critical analysis of theory. Besides enlarging your knowledge about the topic, writing an essay informed by the literature lets you gain and demonstrate skills in two areas: 1) information seeking - the ability to scan the literature efficiently, to identify a set of useful scholarly articles and books, and 2) critical appraisal and synthesis of literature based arguments.

An essay must do these things: 1) be organized around and related directly to the topic you are discussing, 2) synthesize results into a summary of what is and is not known, and 3) identify areas of controversy in the literature. These sites may be helpful to the writing of your applied essay:

http://library.ucsc.edu/ref/howto/literaturereview.html
http://info.emeraldinsight.com/authors/guides/literature.htm?PHPSESSID=jbg55mvmhcos2c54ojkrso62s0&

Specifically, you will need to define the key terms related to the topic and outline the key issues, conduct a review of published information/literature on the topic and
summarise the key themes and arguments in this literature. The essay is to be a highly focused document. It is expected that you would have **at least 6 quality references from academic journals, and at most 5 references from textbooks. It is insufficient to rely on your textbook to answer these essay topics.** As you will be reviewing many published works it is important that you correctly reference and acknowledge all sources, both in-text and in your reference list using the Harvard Author-Date referencing convention.

Your applied essay is to cover **one** of the following topics:

1. **Consumer Behaviour**  
   Understanding the psychological basis for consumer decision making is central to the ability to successfully market goods and services. Using concepts from the literature on buyer behaviour, examine the decision making process for a high involvement purchase.

2. **Customer Loyalty**  
   Developing brand loyalty is a key objective in marketing management. Define and discuss the concept of customer loyalty. What dimensions of customer loyalty have been identified and discussed in the literature?

3. **Services Marketing**  
   Discuss the similarities and differences in marketing a ‘service’ as opposed to a ‘good’? Justify your answer with reference to the literature.
APPENDIX F
MARKING GUIDE FOR CASE STUDY PRESENTATIONS

Date:
Tutorial Number, Day and Time:

Case Study Name and No.:
Group Number:
Student Names and IDs:

Quality of Analysis:

Class Discussion & Involvement:

Creativity of Presentation:

Clear Evidence of research (literature & industry):

Minimal evidence of note reading:

GRADE: /10

NB: where there is obvious disparity within the group with things such as lack of preparation, cohesion, quality etc., then those members will be marked up or down accordingly. It is therefore in the best interest of groups to liaise and rehearse their presentations prior to the relevant date.

Please ensure that each group member is clearly identified during the presentation. Failure to do this will result in the loss of marks.
## APPENDIX G
### Marketing Criteria Applied Essay

**Name:**

### CRITERIA | MARK
--- | ---

**Introduction:**

2. Introduces the topic, details the purpose and structure of the assignment concisely | /5

**Content & Analysis:**

3. Identification of seminal literature on the topic (minimum of 6 scholarly articles) | /5
4. Comprehensive analysis and discussion of the literature relevant to the research topic | /20
5. Themes in the literature were identified, discussed and critically evaluated | /20
6. Arguments and conclusions about the topic were outlined and justified with reference to the literature | /20
7. The research topic was addressed appropriately | /10

**Presentation:**

11. Logically and clearly structured content, correct use of headings and sub-headings | /10
12. Sentence & paragraph construction, clarity, readability, succinctness, spelling, grammar, punctuation | /10
13. Appendices, tables and figures are appropriately presented, table of contents appropriately used | /10

**Conclusion:**

14. Summarises the key findings of each section in a concise yet comprehensive manner | /5

**Referencing:**

15. List of references and in-text referencing is presented in accordance with the Harvard Author-Date referencing style | /5

**Total | /100**