Year and Semester: 2009, Semester Two
Unit convenor: June Buchanan

[Prerequisites / Corequisites:] MKTG101

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.

ABOUT THIS UNIT

• MKTG305 is a 3-credit point unit.

• Marketing Seminar is designed for students undertaking a specialised programme in marketing. The aim of the unit is to introduce students to more “cutting edge” and specialised topics in marketing. Some of the topics deal, in greater depth, with concepts learnt in previous marketing units while other topics may have not been previously covered. All topics will include a focus on applications of theory. Through analysis of these topics, students should enhance their understanding of marketing theory and concepts already learnt, obtain new knowledge and be able to apply this knowledge to issues involved in effective real world marketing.

• The unit will run as a collection of seminars facilitated by the unit convenor. Seminars will not be lectures by staff but will involve student presentations (in groups) on preselected topics. The seminars may also involve discussions and other student activities. Students will be expected to read, before class, relevant literature for the topics and participate in the seminars.

TEACHING STAFF

• June Buchanan (Convenor) Room E4A-630 X9616
  email: june.buchanan@mq.edu.au

• Consultation by appointment – please email
CLASSES

- The seminars will be for 3 hours duration and will take place on Thursday mornings from 9 am to 12 noon. The seminar will take place in W5C 320.
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- It is expected that students attend 100% of seminar classes. Absences will only be accepted if documentation is supplied to the unit convenor, such as a medical certificate. Please note that non-attendance not supported by official documentation will result in loss of marks for the student, as participation in the discussions each week is assessable. Furthermore, students must attend a minimum of 80% attendance in order to pass the unit.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- There is no textbook for this unit.
- Students are expected to read various articles related to each of the seminar topics.
- The required reading will typically be journal articles or other relevant material for the specific topic for that week. The topic will be made available two weeks prior to the specific seminar session on the MKTG305 website.

UNIT WEB PAGE

- All announcements and resources will be available on the web site. The topic for each seminar session will be posted on the website 2 weeks before each seminar session. Please consult Blackboard regularly for messages and updates.
- The website can be accessed via the usual online login for students in the unit (i.e. http://learn.mq.edu.au).

LEARNING OBJECTIVES AND OUTCOMES

The learning outcomes of this unit are:

- An understanding of specialised topics in marketing theory
- The ability to synthesise marketing theory with real world marketing applications
- The ability to research and critique relevant literature in marketing theory and methodology
- The ability to convey relevant analysis in both oral and written formats
In addition to the discipline-based learning objectives, all academic programs at Macquarie University seek to develop students’ generic skills in a range of areas. Students should develop skills in the following:

- Working in teams
- Taking responsibility for your own learning
- Communication skills
- Critical analysis skills
- Problem-solving skills
- Creative thinking skills

**TEACHING AND LEARNING STRATEGY**

- This unit is taught using seminar sessions. Students are expected to read in advance of, and participate in, the seminars. Students will be expected to read relevant literature and to present analysis in both oral and written format.

- Seminars will be conducted using student presentations, discussions, exercises and workshop activities. It is incumbent upon students to attend all seminars and participate in discussion after the presenting group, as examination questions from class discussions will be included in the final exam. Please note that individual students will be assessed on the quality of their contribution to class discussions each week. Furthermore, a class roll will be taken each week and students are required to attend a minimum of 80% of seminar weeks in order to pass the unit.
**RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

**Assessment**

- The components of assessment are as follows:
  
  Seminar Presentation and Paper $\quad 25\%$
  
  End-of-Semester Presentations and Paper $\quad 15\%$
  Contribution to weekly seminar discussions $\quad 10\%$
  Final Examination $\quad 50\%$

- Students must attend a minimum of 80% attendance in order to pass the unit.

**Group Work**

- Both the Seminar Presentation and the End-of-Semester Paper/Presentations will involve working in groups allocated in the first class. There will be $8$ groups. It will be the responsibility of the group to ensure that the group and all members within it work effectively. The allocation of tasks within the group is up to the group members to decide. Any disputes within the group must be handled internally unless in exceptional circumstances there is some issue that may need the intervention of the convenor. The output expected both in oral and written presentations will be the output of the group and not a collection of outputs from individual group members. Presentations and papers that seem to be collections of individual output and not as unified group output will be penalised. The assessment mark allocated to each individual member will be the assessment mark allocated to the group unless the peer review statement (included with all group submissions) indicates otherwise.

- **Seminar Presentations and Papers**

  Commencing in week 3 and continuing to week 9, then again in week 11, there will be $8$ topic seminar sessions. In the first class, students will form into $8$ groups and nominate, or be nominated to, a week their group will present. Topics for each particular seminar session will be posted on the website $2$ weeks before each seminar. All students should obtain and read research articles related to each session, as students not presenting that week are expected to contribute fully to meaningful class discussion.

  **(I) Presentation 15\%**

  The group nominated for the particular session is required to lead the seminar. It is expected that the nominated group will start by critiquing at least six academic articles for approximately 30 minutes. The group will then go on to make an approximately 60 minute oral presentation to the class about the topic area. The presentation should include an overview of the topic area, difficulties with methodology and/or data and likely future directions of research in this area.
Groups may use any type of media or approaches they see as relevant to convey their analysis to the class. The oral presentation will be worth 10% of the assessment for the unit.

(2) Written Report 10%

In addition to the oral presentation, the group must submit a written report covering the issues discussed above. Comprehensive evaluation of at least six academic articles is expected and full details provided in a Bibliography. Proper referencing (using the Harvard method) must be incorporated throughout your paper. The written report should be 2,000 words (excluding cover page and Bibliography). The word count must be shown on the cover page, along with student names and SIDs, Group Name/No., Seminar day, time and date. All written work must be uploaded to the appropriate seminar class in Turnitin, accessible from the MKTG305 Blackboard site, prior to the start of your class. The written presentation will be worth 10% of the assessment for the unit. The written presentation is due in the seminar class the same day as the presentation. Late submissions will incur the loss of 5 marks per day after the due date and time (i.e. the loss of 5 marks starts in the event of non-submission prior to the start of class.)

- End-of-Semester Papers/Presentations

The 8 groups selected will also work on the end-of-semester paper/presentation for weeks 12 and 13 of the semester.

(1) Written Paper 10%

The position paper/presentation will build on the topic that was written and presented earlier. This involves applying your research and analysis of the theory/concepts to an important, relevant and topical issue in real world marketing.

1. Identify the issues that are relevant to the topic area. This should include origin of the issue, overview of relevant literature and the nature of the debate/controversy on the issue. These issues must be relevant managerially and academically.
2. Discuss the merits of these debates. This may involve the paradigms adopted, theoretical and/or conceptual foundations and methodologies used.
3. Implications of this/these debate(s) to marketing theory, practice and future managerial relevance.

The written end-of-semester paper should be 1,500 words in length.
(2) **Oral Presentation (5%)**

The group needs to make an approximately 30 minute oral presentation to the class about their topic’s application to a salient issue in the real world. The presentation should include an overview of the topic area, relevance for managers, difficulties with methodology and/or data, alternative methodologies and likely future directions of research in this area. As with your written paper, your presentation should culminate with a prescriptive approach (i.e. recommendations) for organisations to address this marketing/organisational issue/controversy. Groups may use any type of media or approaches they see as relevant to convey their analysis to the class. **The oral presentation will be worth 10% of the assessment for the unit.**

**Final Examination:**

This will be of 3 hours duration and will cover the 8 seminars in the course.

*Seminar Topics (6 long essay questions out of 8) 100%*

The final exam is worth 50% of the assessment for the unit.

******************************************************************

**NOTE:**

*In order to pass the course you must achieve:*

1. At least 80% class attendance
2. An overall satisfactory performance in the total assessment
3. An overall satisfactory performance in the final examination

******************************************************************

**Grading:**

***Note that the total raw mark a student has achieved will not necessarily be indicative of the grade the student obtains. At the final tabulation stage, consideration will be given to individual student performance in all aspects of assessment but especially in the examination components and the above criteria for a grade will apply. Student raw marks may then be adjusted to reflect the grade awarded***

#All students are required to perform satisfactorily in the final examination to obtain a passing grade for the unit. The combined performance of the student in the examination components of the course will be a prime determinant of the student’s final grade in this unit. **In the case that a student has not achieved a satisfactory performance in the examination components, then the final mark awarded will be indicative of that examination performance ie marks in other assessment tasks will be weighted differently in the final mark.**
<table>
<thead>
<tr>
<th>Seminar Date (Week Commencing)</th>
<th>Topic</th>
<th>Notes and Presentation Groups</th>
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<tbody>
<tr>
<td>1 3 August</td>
<td>Introduction</td>
<td>Form Groups, Nominate seminar weeks</td>
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<tr>
<td>2 10 August</td>
<td>Discussion of Seminal Marketing Paper</td>
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<tr>
<td>3 17 August</td>
<td>Seminar 1</td>
<td>(1) Presentations: Group 1</td>
</tr>
<tr>
<td>4 24 August</td>
<td>Seminar 2</td>
<td>(2) Presentations: Group 2</td>
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<tr>
<td>5 31 August</td>
<td>Seminar 3</td>
<td>(3) Presentations: Group 3</td>
</tr>
<tr>
<td>6 7 September</td>
<td>Seminar 4</td>
<td>(4) Presentations: Group 4</td>
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<tr>
<td>7 14 September Mid-Semester Break</td>
<td>Seminar 5</td>
<td>(5) Presentations: Group 5</td>
</tr>
<tr>
<td>8 5 October</td>
<td>Seminar 6</td>
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<tr>
<td>9 12 October</td>
<td>Seminar 7</td>
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<tr>
<td>10 19 October Special Seminar</td>
<td>Hone your Job Seeking Skills with a session on Resume Writing and Interview Skills, including guest speakers from the marketing industry</td>
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</tr>
<tr>
<td>11 26 October</td>
<td>Seminar 8</td>
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<tr>
<td>12 2 November End-of-Semester papers and presentations Papers 1, 2, 3 and 4</td>
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<td></td>
</tr>
<tr>
<td>13 9 November Position Papers 5, 6, 7 and 8</td>
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</tbody>
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CLASSROOM ETIQUETTE

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.

IMPORTANT MACQUARIE UNIVERSITY INFORM

A 3 hour final examination for this unit will be held during the University Examination period.

The University Examination period in Second Half Year 2009 is from 18 November – 4 December 2009.

You are expected to present yourself 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.

http://www.timetables.mq.edu.au/exam

Please note that misreading of the examination timetable is no excuse for failure to attend the final exam and that a supplementary examination will not be granted under these circumstances.

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


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. **It is important to note that you must be available to sit the supplementary examination within the designated date, which is usually within two weeks of the final examination.** A further supplementary examination will not be granted.

You 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.
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.

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 1

STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (for the written seminar and presentation; and end-of-semester paper and presentation). This evaluation will indicate the percentage of contribution of group members to the group’s overall performance. An evaluation must accompany each case study. Use the following format:

Group and Seminar: __________________________ Date: ______________________
Assessment: __________________________ Project Mark: ______________

<table>
<thead>
<tr>
<th>Student Name and SID</th>
<th>% Participation</th>
<th>Signature</th>
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Each student should give each group member (including themselves) a mark out of 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe’s individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points. Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the research and analysis of the case study). Conversely, DO NOT give any group member 100% unless that student fully participated and did just as much work as every other group member, with an acceptable standard.

In completing this form you should take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual’s work
## MARKING GUIDE FOR WRITTEN SEMINAR PAPERS

<table>
<thead>
<tr>
<th>Date: ________________________________________________</th>
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<tbody>
<tr>
<td>Seminar Number, Day and Time: __________________________</td>
</tr>
<tr>
<td>Seminar Topic: ________________________________________</td>
</tr>
<tr>
<td>Group Number: _________________________________________</td>
</tr>
<tr>
<td>Student Names and IDs: ________________________________</td>
</tr>
<tr>
<td>Research (no. and quality of academic articles): 1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>Critique: 1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>Analysis: 1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>Overview of the topic area: 1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>Difficulties with methodology and/or data: 1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>Likely future directions of research in this area: 1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>Overall Quality (Referencing etc.): 1 2 3 4 5 6 7 8 9 10</td>
</tr>
</tbody>
</table>
APPENDIX 3
MARKING GUIDE FOR SEMINAR PRESENTATIONS

Date:__________________________________________

Seminar Number, Day and Time: ___________________________________________________________

Presentation Topic.:_______________________________________

Group Number:___________________________________________________

Student Names and IDs: __________________________________________

Critique:   1       2       3       4       5       6       7       8       9       10
Analysis:   1       2       3       4       5       6       7       8       9       10

Quality of Answers/Strength of Argument regarding Theoretical/Conceptual base(s) related to Topic:

Logical Flow:  1       2       3       4       5       6       7       8       9       10
Ability to lead the Seminar:

Class Discussion:  1       2       3       4       5       6       7       8       9       10
Overall Quality:  1       2       3       4       5       6       7       8       9       10

(based on clarity of speech, dress standard, group cohesion/synergy and how interesting/creative the content and delivery is)

NB:  where there is obvious disparity within the group with things such as standard of dress, clarity of speech, lack of cohesion 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 5
WRITTEN END-OF-SEMESTER PAPER MARKING GUIDE

Seminar Day/Time: ________________________________
Group Number: ________________________________

Identifying the real-life marketing/organisational issue(s) that are relevant to the topic area
1 2 3 4 5 6 7 8 9 10

Application of the topic area (research) to the real world marketing issues(s)
2 4 6 8 10 12 14 16 18 20

Implications of these issues to marketing theory, practice and future managerial relevance
2 4 6 8 10 12 14 16 18 20

Identify unanswered questions and future directions arising from the topic area and real world marketing issues
2 4 6 8 10 12 14 16 18 20

Referencing and Bibliography
1 2 3 4 5 6 7 8 9 10

Spelling/Grammar and General Presentation/Professionalism
1 2 3 4 5 6 7 8 9 10
APPENDIX 6
END-OF-SEMESTER PRESENTATION MARKING GUIDE

Seminar Day/Time: ________________________________

Group Number: ________________________________

Identifying the issues that are relevant to the topic area:

1 2 3 4 5 6 7 8 9 10

Quality of answers/strength of argument regarding salient issues:

1 2 3 4 5 6 7 8 9 10

Logical Flow:

1 2 3 4 5 6 7 8 9 10

Class Discussion:

1 2 3 4 5 6 7 8 9 10

Overall Quality:

1 2 3 4 5 6 7 8 9 10

(based on clarity of speech, dress standard, group cohesion/synergy and how interesting/creative the content and delivery is)

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