

Printed: 26 November 2019, 06:33AM

The published on-line version of the Course Profile is the authoritative version and by the publication of the Course Profile on-line the University deems the student has been notified of and read the course requirements.

# 1. General Course Information

## 1.1 Course Details

COURSE CODE	1003MKT
COURSE TITLE	Introduction to Marketing
ACADEMIC ORGANISATION	MKT Department of Marketing
TRIMESTER	Trimester 3 2019
MODE	In Person
LEVEL	Undergraduate
LOCATION	Gold Coast, On Campus
CREDIT POINT VALUE	10

## Course Description:

This course provides knowledge and practice in the analytical, creative and strategic functions of marketing. The course presents a set of approaches and frameworks centred upon the "4Ps" (Product, Price, Place, and Promotion), to develop your competence to create a marketing plan, one of the major tools of business. Marketing starts with understanding consumer's preferences for products and services and attempts to satisfy their different wants and needs in a profitable manner. Prerequisites: NIL Co- requisites : NIL Incompatible: 1083MKT Introduction to Marketing, 1007IBA International Marketing

## 1.2 Course Introduction

There are two key components to marketing. First, it is a philosophy, a perspective, or a management orientation that focuses on customer satisfaction. Second, it is an organisational function, in which a set of frameworks and processes are applied to create, communicate and deliver value for customers, and to cultivate long-term relationships.

The study of marketing provides useful and interesting insights into how companies create, distribute, promote and price their goods and services, in a competitive and fast-changing environment. This introductory course provides a basic overview of the key areas of marketing and is required to support further studies in the marketing discipline.

## Previous Student Feedback

Student feedback shows most people find this course interesting and useful because it provides the "big picture" of business, showing how firms compete, succeed or fail. Some students found the workload challenging because of the need to learn the "jargon" of business, and also because of the tasks involved in developing a marketing plan. In response to that feedback, the course content has been reduced, and support resources have been introduced.

"It was really well organised and really well presented...I enjoyed this course more than any course I have done so far"

"Teaching staff very dedicated and passionate about marketing and students learning. Subject is interesting and valuable"

"I was reluctant to do this course, but half way through I loved it"

## 1.3 Course Staff

Primary Convenor **Mr Graeme Hughes**

EMAIL	<a href="mailto:g.hughes@griffith.edu.au">g.hughes@griffith.edu.au</a>
CAMPUS	Nathan Campus
BUILDING	Business 3 (N63)

**EMAIL** [mkt-aso@griffith.edu.au](mailto:mkt-aso@griffith.edu.au)

**CONSULTATION** A Course Profile Moderator is an academic with expertise in this field of study. The Moderator checks the Course Profile to ensure it meets the University's quality requirements as well as its suitability and relevance to your level and the program/major or specialisation. **The Course Profile Moderator is NOT part of the teaching team of the course.**

## 1.4 Timetable

Timetables are available on [the Programs and Courses website](#).

The Griffith Business School expects students enrolling in an on-campus course to have the capacity and commitment to attend class. Students should be prepared to commit approximately 150 hours of work over the whole trimester for a 10 credit point course. This includes class attendance and private time spent on learning activities and assessment items including exam revision, and it applies to all modes of course delivery - on campus, online, and on campus mixed mode - irrespective of the duration of the course.

NB: Details contained in this section of the course profile and section 4.1 Learning Activities are to be read in conjunction with the official class timetable. The published class timetable which is the authoritative source for timetabling information for all campuses can be located by clicking on the link above.

## 1.5 Lecture Capture

It is standard practice at Griffith University that lectures timetabled in lecture capture-enabled venues are recorded and made available to students on the relevant course site, in accordance with the University's [Lecture Capture Policy](#).

The lecture series delivered as part of this course will be recorded and accessible via the Learning@Griffith course site.

# 2. Aims, Outcomes & Graduate Attributes

## 2.1 Course Aims

Marketing is about putting consumers at the centre of a company's thinking and planning. Companies with a marketing focus understand their business in terms of the needs and wants of their customers, and other stakeholders in their environment. This course provides foundational knowledge to help you identify and formulate, at a basic level, strategies and solutions to satisfy the needs and wants of your target market.

The course contributes to the development of the generic skills of the Griffith graduate in the areas of effective team membership, written and oral communication, problem-solving, critical evaluation, and creativity. Furthermore, ethical and professional business conduct is promoted throughout the course.

## 2.2 Learning Outcomes

After successfully completing this course you should be able to:

- 1 Research and analyse academic and industry data to evaluate business or brand marketing problems
- 2 Create original solutions for marketing problems by generating tailored marketing mixes for identified market segments
- 3 Generate detailed and persuasive written reports to effectively communicate analysis and solutions
- 4 Explain the importance of ethical and sustainable business practice and the necessity of corporate social responsibility

## 2.3. Graduate Attributes

For further details on the Griffith Graduate please [click here](#)

Griffith University prepares influential graduates to be:

- [Knowledgeable and skilled, with critical judgement](#)
- [Effective communicators and collaborators](#)
- [Innovative, creative and entrepreneurial](#)
- [Socially responsible and engaged in their communities](#)
- [Culturally capable when working with First Australians](#)
- [Effective in culturally diverse and international environments](#)

**This table demonstrates where each of the Griffith Graduate Attributes is taught, practised and assessed in this course.**

For further details on the Griffith Graduate Attributes please refer to [The Griffith Graduate policy](#).

University wide attributes

GRADUATE ATTRIBUTE	TAUGHT	PRACTISED	ASSESSED
Knowledgeable and skilled, with critical judgement	•	•	•
Effective communicators and collaborators			•
Innovative, creative and entrepreneurial	•	•	•
Socially responsible and engaged in their communities	•		
Effective in culturally diverse and international environments	•		

### Additional MKT Department of Marketing Information on Graduate Attributes Professional Skills

All students graduating from the Griffith Business School, will have a thorough grounding in business based courses, and in addition will have acquired a high level of knowledge from specialist courses they have studied in relevant industry or public sector areas.

They will understand in the context of those areas:

- relationships and networks of corporate, non-government and government organisations
- distinctive systems of operations and management
- various stakeholder perspectives
- development of human capital
- customer perceptions of quality
- need for sustainability
- cultural and social responsibilities
- need for analytical decision making using evidence based research
- requirement for strategic thinking

**The Griffith Business School Mission statement** - *To deliver outstanding business education and research through engagement and industry, government and the social communities we serve, and to do so in ways that contribute to a prosperous, equitable and sustainable future.*

**The Griffith Business School Equity statement** - *Social inclusion is intrinsic to all aspects of University life. Equity, diversity and social inclusion will be expressed in teaching, research, service and community engagement at all levels.*

### Additional Course Information on Graduate Attributes

On achieving these learning outcomes, students of this course will have further developed their abilities in effective communication, problem-solving skills, undertaking critical evaluations, and creating innovative solutions within the realm of marketing. As such, students will have progressed on their journey towards becoming a Griffith Graduate.

## 3. Learning Resources

### 3.1 Required Resources

Details of your Required Learning Resources are available from the [Reading List](#).

### 3.2 Recommended Resources

Details of your Recommended Learning Resources are available from the [Reading List](#).

### 3.3 University Learning Resources

The University provides many facilities and support services to assist students in their studies. Links to information about University support resources that are available to students are included below for easy reference.

[Readings](#) - New online service enabling students to access Required and Recommended Learning resources. It connects to the library catalogue to assist with quickly locating material held in Griffith libraries and enables students to manage and prioritise their readings, add personal study notes and export citations.

[Learning@Griffith](#) - there is a dedicated website for this course via the Learning@Griffith at myGriffith.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of academic misconduct, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

[Student Services](#) provides a range of services to support students throughout their studies including personal support such as Counselling and Health Services; Academic support; and Financial and Welfare support.

[Careers and Employment Service](#) can assist all enrolled students and recent graduates with career direction, course uncertainty, interview preparation, job search tips, LinkedIn reviews and much more. Our [Unitemps Recruitment Service](#) can assist you with finding paid casual work while you study.

[Library and Learning Services](#): Library and Learning Services provides a wide range of quality client-focused services and programs to students, researchers and staff of the University. Library and Learning Services works in collaboration with the academic community to achieve academic and research outcomes.

[Support for learning](#) - the University provides access to common use computing facilities for educational purposes.

[Code of Practice](#) - Griffith Information Technology Resources.

MKT Department of Marketing

### 3.4 Learning Resources

Teaching and learning partnerships require clear and open communications.

The following guidelines outline the communication channels and how information is provided to students.

1. Staff Consultation Times are posted on the course website on Learning@Griffith (ie. under "Staff Information") and outside staff offices. You can communicate in person with your convenor during office hours, by making an appointment or as appropriate during class time. It is sometimes difficult for convenors to talk with students immediately before and at the end of class due to the other prior university commitments. Please do not be offended if you are requested to visit during office hours for assistance, or asked to make an appointment.

2. Email -Staff to student: From time to time it may be necessary to send an official email about the course to you. Communication will be through your official University student email address only. It is your responsibility to regularly check your university email. You may arrange for your student email to be forwarded to another email address. However, it is your responsibility to ensure that the address used by you has sufficient capacity/quota to receive messages. Student to staff: All emails to course staff MUST contain the course code and subject heading (eg. 1001XXX Course Name, subject heading), and should come from your official University student email address, otherwise, they may be left unopened or not actioned and therefore you may not receive an answer.

3. Course Communications through Learning@Griffith - Course notices will be delivered at lectures and/or posted under the announcement section on Learning@Griffith. The course web page is an important communication tool for this course. Information related to lectures and/or tutorials, assessment items, learning resources, and other relevant course information will be posted to this site on a regular basis. It is your responsibility to check this site at least twice a week. Remember any posted material is a learning aid only, and is not a substitute for attendance. Lecture notes do not replace the need to develop note-taking skills and to synthesise the information provided during your lectures and/or tutorials.

4. GBS Resource Bank - The Griffith Business School has designed a website to help you develop skills and knowledge needed to achieve success as a student, and as a future graduate in the workplace. This website contains information on writing skills, referencing styles (ie. APA [American Psychological Association]) oral presentation and group work skills. It is recommended that you familiarise yourself with this useful resource.

5. Additional Learning Resources - Students are encouraged to visit the Griffith University library website for information on the Library Help Desk, research support, and workshops and training available at Griffith University.

## 3.5 Other Learning Resources & Information

Please consult [Learning@griffith](mailto:Learning@griffith) for any additional learning resources.

## 4. Teaching & Learning Activities

### 4.1 Learning Activities

Week Commencing	Activity	Learning Outcomes
28 Oct 19	<p><b>Introduction to Course (Lecture):</b> Marketing's role in business and society. We explore how marketing involves an exchange of value, and the importance of Corporate Social Responsibility, ethics and business sustainability.</p> <p>Reference: Module 1 (Topic 1)</p>	2, 4
4 Nov 19	<p><b>'What' is a marketing plan? and Market research (Lecture):</b> You will explore the areas which embrace a marketing plan. Specific focus will also be directed towards your opportunity analysis and marketing plan which you are required to complete as a component of this course.</p> <p>You will also review the main types of market research, the process for research, and the factors to consider in choosing which method. The market research lecture is an ONLINE lecture. Prerecorded lectures on this topic are available for students to view.</p> <p>Reference: Module 1 (Topic 2 and 4)</p>	1, 2, 3
11 Nov 19	<p><b>Marketing environment: Environmental analysis (Lecture):</b> The internal and external forces that affect a company's ability to survive and succeed. Environmental analysis is needed to set realistic goals. "Marketing metrics" are also introduced to help you set your Objectives for your marketing plan.</p> <p>Reference: Module 1 (Topic 3)</p>	1
18 Nov 19	<p><b>Buyer Behaviour (Lecture):</b> The psychological and other influences on individuals' and households' consumption decisions. We look at what drives us to choose particular brands, and how an understanding of motivations, perception, and attitudes can help a company keep their brand "top of mind".</p> <p>Buyer behaviour encompasses both consumer and business buying behaviour. Consumer buying behaviour will be discussed in the scheduled lecture whilst the business buying behaviour lecture will be available online.</p> <p>Reference: Module 2 (Topic 5)</p>	1, 4
25 Nov 19	<p><b>Segmentation, Targeting and Positioning (Lecture):</b> The process of breaking down an entire market into smaller more manageable segments, and how to decide which segment(s) to target. We also discuss positioning (and re-positioning) to create a "point of difference".</p> <p>Reference: Module 2 (Topic 6)</p>	1, 2
9 Dec 19	<p><b>Product decisions (Lecture):</b> We examine holistic ways to understand a "product" and the product life cycle, and how marketing strategies should change over time. We also explore the importance of branding, different brand types, and the roles of packaging in providing a competitive advantage.</p> <p>Reference: Module 3 (Topic 7)</p>	1, 2
16 Dec 19	<p><b>Services marketing (Lecture):</b> We examine the characteristics of services that set them apart from tangible goods, and how to manage those challenges. We explore the extended marketing mix of 7Ps, and how consumers judge "quality" in services.</p> <p>Reference: Module 3 (Topic 7)</p>	1, 2
23 Dec 19	<p><b>Promotion Decisions (Lecture):</b> Integrated Marketing Communications and the four main tools of the Promotions mix: advertising, public relations, personal selling and sales promotions. How do you decide which tools are best to use for a particular brand?</p> <p>Reference: Module 3 (Topic 8)</p>	1, 2
6 Jan 20	<p><b>Price decisions (Lecture):</b> The process and the factors involved in setting a suitable price in a competitive environment. You will also understand the different pricing strategies available to marketers.</p> <p>Reference: Module 3 (Topic 9)</p>	1, 2
13 Jan 20	<p><b>Place decisions (Lecture):</b> We explore the roles and types of distribution channels and major aspects of retailing. We also explain the purpose of measuring objectives and provide methods of measure.</p> <p>Reference: Module 3 (Topic 10) and Module 4 (Topic 11)</p>	

Week Commencing	Activity	Learning Outcomes
	<b>Marketing Plan Q&amp;A and ONLINE LECTURE (Lecture):</b> This session provides a last chance to seek tailored advice for your marketing plan during the scheduled lecture time and lecture location.	
20 Jan 20	<b>ONLINE LECTURE ONLY:</b> Globalisation and the factors impacting upon international marketing efforts. How do you decide which markets are best to enter, and what are the methods of entry into foreign markets?  Reference: Module 4 (Topic 12)	1, 2, 3
27 Jan 20	<b>Review of Course (Lecture):</b> This lecture will provide an overview of the content covered in 1003MKT Introduction to Marketing over the 12 weeks of the trimester.	1, 2, 3, 4

## 4.2 Other Teaching and Learning Activities Information

**This course is offered on campus (Gold Coast and Nathan). Students are to enrol in only ONE offer.**

This course will require students to attend one 2-hour lecture and one 1-hour workshop session per week. Attendance is highly recommended in order to achieve the learning outcomes of this course. In addition, it is expected that students will spend a further 7 hours per week engaging in self-directed learning, which will include readings, assigned exercises and assignments.

This course provides a website to support student learning. Access to the website is through the student portal via Learning@griffith. On the website students will find course resources, important announcements and other information relevant to the course. It is recommended that students familiarise themselves with the site and visit it regularly because on occasions, it is the only communication tool available that enables lecturers and tutors to send a message to students quickly.

Lectures will provide students with the necessary information to effectively problem-solve and critically analyse important issues within the domain of marketing. The weekly assigned work in the workshops will allow students to practise effective communication, develop problem-solving skills and be creative and innovative in their approach to marketing related issues, and team work.

The course is designed to sequentially increase the student's understanding of marketing through theory and applied activities. Lectures will involve the learning of the theory behind marketing with the workshops referring to the application of this theory.

### Campus Specific Arrangements

You are required to enrol and participate at one campus ONLY. All concerns will be dealt with on a local campus basis. Throughout this Course Profile, there may be campus specific information - please make sure that you use the information that is relevant to the campus where you are enrolled.

### Contact Summary

Although attendance at lectures and workshops is not compulsory, it is highly recommended that students attend all workshops and lectures in order to pass this course. To be eligible to pass, you must complete all major forms of assessment and must demonstrate a reasonable degree of competence in the required course objectives as examined in each form of assessment.

The University shall provide reasonable adjustments to assessment for students with disabilities consistent with the Disabilities Standards for Education 2005, while maintaining the academic integrity of its programs. Adjustments shall be made on an individual basis. Please refer to this policy as it sets out the principles and processes that guide the University [Reasonable Adjustments for Assessment - Students with Disabilities](#)

## 5. Assessment Plan

### 5.1 Assessment Summary

This is a summary of the assessment in the course. For detailed information on each assessment, see [5.2 Assessment Detail](#) below.

ASSESSMENT TASK	DUE DATE	WEIGHTING	MARKED OUT OF	LEARNING OUTCOMES	MAXIMUM EXTENSION PERIOD
<i>Test or quiz</i> Diagnostic online quiz	30 Oct 19 09:00 - 9 Nov 19 23:55 This is non-assessable	0%	10 marks	1	
<i>Test or quiz</i> Online Quizzes	14 Nov 19 09:00 - 5 Dec 19 23:55 There are two quizzes; each held on a different date	20%	60 marks	1, 2, 4	
<i>Assignment - Written Assignment</i> Situation Analysis	13 Dec 19 17:00 Submit Online via the Submission Link for this Assessment item	40%	100 marks	1, 3	
<i>Assignment - Written Assignment</i> Marketing Plan	24 Jan 20 17:00 Submit Online via the Submission Link for this Assessment item	40%	100 marks	1, 2, 3	

## 5.2 Assessment Detail

**Title:** Diagnostic online quiz

**Type:** Test or quiz

**Learning Outcomes Assessed:** 1

**Due Date:**

30 Oct 19 09:00 - 9 Nov 19 23:55 This is non-assessable

**Weight:** 0%

**Marked out of:** 10

**Task Description:**

Students are required to complete an online diagnostic quiz. The online diagnostic quiz will be based on lecture 1 (i.e., chapter 1 of the text book, Elliott et al. 2014; Topic 1 of the course content Modules).

The purpose of the online diagnostic quiz is to prepare students for 1003MKT course and to enable students to obtain an understanding of their knowledge and standing within the course to date.

**Criteria & Marking:**

This diagnostic test is non-assessable. As such it is worth 0% of the final grade for this course.

**This assessment item:**

- is a school based activity
- is an individual activity
- does not include a self assessment activity
- does not have a re-attempt provision

**Title:** Online Quizzes

**Type:** Test or quiz

**Learning Outcomes Assessed:** 1, 2, 4

**Due Date:**

14 Nov 19 09:00 - 5 Dec 19 23:55 There are two quizzes; each held on a different date

**Weight:** 20%

**Marked out of:** 60

**Task Description:**

There are **TWO online quizzes** students must complete. Each online quiz is worth 10% (total of 20% of the course grade) and comprises of 30 questions each. Each quiz is scheduled on a different date.

The quizzes will be located under the Assessment Tab on Learning@GU on the 1003MKT course website.

Students will have one week to complete each quiz.

**Online Quiz #1.** Students are required to sit the online quiz anytime between Thursday 9am 14/11/19 to 11.55pm 21/11/19. The quiz cannot be saved and restarted at another time. Once the quiz has been started the student will have 60 minutes to complete it as the quiz will automatically shut down after this time.

**Online Quiz #2.** Students are required to sit the online quiz anytime between 9am 28/11/19 to 11.55pm 5/12/19. The quiz cannot be saved and restarted at another time. Once the quiz has been started the student will have 60 minutes to complete it as the quiz will automatically shut down after this time.

The rationale for this assessment item is to develop and assess students' formative learning of key marketing concepts. The multiple choice quizzes will include both theoretical and applied multiple choice questions.

The marks will be available to students via the Grades Centre on the course website (Learning@Griffith) immediately once the student has completed the quiz online.

**Criteria & Marking:**

Online Quizzes. (20% in total, Individual)

The rationale for this assessment item is to keep students up to date with the course material.

Quiz #1 (10%). 30 multiple choice questions. Will cover material presented in lectures 1, 2 and 3 (i.e., chapters 1, 2 and 3, Elliott et al. 2014).

Quiz #2 (10%). 30 multiple choice questions. Will cover material presented in lectures 4 and 5 (i.e. chapters 4 and 6, Elliott et al. 2014).

**This assessment item:**

- is a school based activity
- is an individual activity
- does not include a self assessment activity



- does not have a re-attempt provision
- 

**Title:** Situation Analysis

**Type:** Assignment - Written Assignment

**Learning Outcomes Assessed:** 1, 3

**Due Date:**

13 Dec 19 17:00 Submit Online via the Submission Link for this Assessment item

**Weight:** 40%

**Marked out of:** 100

**Task Description:**

**Task:** Research and write a situation analysis for the chosen assessment task. Task to be advised.

Detail on the product categories and the content to be covered in this report can be found on the Assessment Tab on Learning@Griffith.

This assignment requires research, critical analysis, and writing skills.

**Criteria & Marking:**

Marking criteria are listed below, please refer to the Assessment tab on Learning@Griffith for full details.

The marking criteria will be based upon the following areas:

1. Introduction and company/industry background
2. PESTLE Analysis
3. Company, competitor, consumer analysis
3. SWOT Analysis
4. Marketing initiative
5. Presentation and referencing

**This assessment item:**

- is a school based activity
  - is an individual activity
  - does not include a self assessment activity
  - does not have a resubmission provision
- 

**Title:** Marketing Plan

**Type:** Assignment - Written Assignment

**Learning Outcomes Assessed:** 1, 2, 3

**Due Date:**

24 Jan 20 17:00 Submit Online via the Submission Link for this Assessment item

**Weight:** 40%

**Marked out of:** 100

**Task Description:**

Marketing Plan (40%; group and/or individual)

One of the most important tasks that marketers do is developing marketing plans. Similar to a management plan that sets the goals and activities for managing and growing an organisation, a marketing plan is the blueprint for a company's marketing activities, detailing the strategies and tactics that will be used to achieve specified objectives in a given time period. Accordingly, students will develop their understanding of marketing through analysing, researching and writing a marketing plan for a real project.

More information is available on the Assessment tab on L@G.

**Note:**

This is a group assignment to develop critical thinking and evaluation skills. A **maximum of no more than 4 students** per group will be permitted.

**Criteria & Marking:**

A detailed guide to completing your marketing plan, the criteria that will be used to mark it (the rubric), and instructions for electronic submission of your report can be found on the Assessment tab on L@G.

Specific areas which will form the foundation of marking concern:

1. Target market and Positioning
2. Objectives
3. Marketing mix
4. Implementation
5. Evaluation and control
6. Conclusion and recommendations
7. Presentation and referencing

This assignment encapsulates the entire set of Learning Objectives for this course. Graduate skills enhanced through this assessment include research and analysis, creativity and problem-solving, effective written communication, and team membership.

**This assessment item:**

- is a school based activity
  - is a group activity
  - does not include a self assessment activity
  - does not have a resubmission provision
-

## 5.3 Late Submission

An assessment item submitted after the due date, without an approved extension, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the total weighted mark for the assessment item, for each working day that the item is late. A working day will be defined as Monday to Friday. Assessment items submitted more than five working days after the due date will be awarded zero marks. To understand how the mark is reduced please refer to [Assessment Submission and Return Procedures](#)

## 5.4 Other Assessment Information

### Griffith University Disclosure Statement

*The University shall provide reasonable adjustments to assessment for students with disabilities consistent with the Disabilities Standards for Education 2005, while maintaining the academic integrity of its programs. Adjustments shall be made on an individual basis. Please refer to this policy as it sets out the principles and processes that guide the University [Reasonable Adjustments for Assessment - Students with Disabilities](#)*

**Supplementary Assessment** is available in this course in accordance with Section 8 of the University Assessment Policy. To achieve a Pass grade for the course a pass mark for the supplementary assessment item must be achieved.

### Final Grades

A student's final grade for this course will be based on the aggregation and weighting of marks across assessment, any mandatory pass components and grade cut-offs. Grade cut-offs can vary, so you will need to wait for the official release of grades to be sure of your grade for this course.

- This course is a graded course (i.e 7, 6, 5, 4, 3, 2, 1).

## 6. Policies & Guidelines

This section contains the details of and links to the most relevant policies and course guidelines. For further details on University Policies please visit the [Policy Library](#)

### 6.1 Assessment Related Policies and Guidelines

#### University Policies & Guidelines

The University's assessment-related policies can be found in the [Griffith Policy Library](#).

The Assessment policy covers topics including: assessment requirements; award of grades; supplementary assessment; special consideration; extensions and deferred assessment; conduct of students in examinations; cheating; plagiarism; notification of results; appeals against the award of grades.

#### Academic Integrity

Student academic misconduct encompasses all behaviour:

- involving the misrepresentation of academic achievement; or
- undermining the core values (honesty, trust, fairness, respect and responsibility) of academic integrity; or
- breaching academic integrity;

whether intentional or unintentional. Student academic misconduct includes doing as well as attempting to do any of the acts, omissions or things that constitute academic misconduct.

Student academic misconduct is defined in the [Institutional Framework for Promoting Academic Integrity among Students](#).

Please also refer to the [Student Academic Misconduct Policy](#).

#### Reasonable Adjustments for Assessment - Students with Disabilities Policy

The [Reasonable Adjustments for Assessment - Students with Disabilities](#) Policy sets out the principles and processes that guide the University in making reasonable adjustments to assessment for students with disabilities while maintaining the academic integrity of its programs.

#### Griffith University Disclosure Statement

The [Griffith University Disclosure Statement](#) has been developed to identify and negotiate whether necessary and reasonable accommodations and adjustments can be made, wherever possible, to enable students with disabilities and/or health conditions to undertake required learning activities. Course Convenors are encouraged to reference the Griffith University Disclosure Statement in the Learning Activities and Assessment Plan sections of their course profiles.

#### Assessment, how to submit an assignment and exams, viewing your grades

All you need to know about [assessment, exams and grades](#)

#### Text Matching Software

The University uses text matching software. Students should be aware that your Course Convenor may use software to check submitted assessment tasks. If this is the case, your Course Convenor will provide more detailed information about how the software will be used for individual assessment items.

#### Related links:

- [Academic Integrity website](#)
- [Academic Standing, Progression and Exclusion Policy](#)
- [Assessment Policy](#)
- [Assessment Submission and Return Procedures](#)
- [End of Trimester Centrally Administered Examinations Policy and Procedures](#)
- [Governance of Assessment and Academic Achievement Standards](#)
- [Standards for First Year Assessment](#)
- [Institutional Framework for Promoting Academic Integrity among Students](#)
- [Student Academic Misconduct Policy](#)

## MKT Department of Marketing

### Assessment Guidelines

Students enrolling in this course are expected to have attained a Pass grade or better in any prerequisite course/s. Where prerequisite course requirements have been fulfilled through credit arrangements for prior study, students are expected to be able to demonstrate the skills and knowledge equivalent to those required for a Pass grade at Griffith University. Where students are unable to demonstrate skills and knowledge at this level they may experience difficulty with the course.

## 6.2 Other Policies and Guidelines

### University Policies and Guidelines

Students are responsible for ensuring that they have read all sections of the Course Profile for the course/s in which they are enrolled in any enrolment period. The published online version of the Course Profile is the authoritative version and by the publication of the Course Profile online, the University deems the student has been notified of and read the course requirements. Variations to the Course Profile during the trimester of offer are not permitted except in exceptional circumstances and will be advised in writing to all enrolled students and via the [Learning@Griffith](mailto:Learning@Griffith) website. Additional information regarding the content of this course may be published on the [Learning@Griffith](mailto:Learning@Griffith) website.

#### Copyright matters

Copyright applies to all teaching materials and materials generated by students which substantially relate to Griffith University courses. *Students are warned against selling Griffith University teaching materials and their student notes online through commercial websites during and after their studies.* You will almost certainly be in breach of copyright law and Griffith's IT Code of Practice if you post these materials on the internet and commercial websites. Please refer to the [Copyright Guide for Students](#) for further information.

#### Health and Safety

Griffith University is committed to providing a safe work and study environment. However, all students, staff and visitors have an obligation to ensure the safety of themselves and those whose safety may be affected by their actions. Staff in control of learning activities will ensure as far as reasonably practical, that those activities are safe and that all safety obligations are being met. Students are required to comply with all safety instructions and are requested to report safety concerns to the University.

General health and safety information is available on the [Health, Safety and Wellbeing](#) website.

#### Other Key Student-Related Policies

All University policy documents are accessible to students via the [Griffith Policy Library](#) and links to key policy documents, in addition to those listed in 6.1 above, are included below for easy reference:

- [Student Communications Policy](#)
- [Health and Safety Policy](#)
- [Student Administration Policy](#)
- [Student Charter](#)
- [Student Review and Appeals Policy](#)
- [Student Review and Appeals Procedures](#)
- [Student Complaints Policy](#)

## Learning Summary

Below is a table showing the relationship between the learning outcomes for this course, the learning activities used to develop each outcome and the assessment task used to assess each outcome.

## Learning Outcomes

After successfully completing this course you should be able to:

- 1 Research and analyse academic and industry data to evaluate business or brand marketing problems
- 2 Create original solutions for marketing problems by generating tailored marketing mixes for identified market segments
- 3 Generate detailed and persuasive written reports to effectively communicate analysis and solutions
- 4 Explain the importance of ethical and sustainable business practice and the necessity of corporate social responsibility

## Assessment & Learning Activities

LEARNING ACTIVITIES	LEARNING OUTCOMES			
	1	2	3	4
Introduction to Course (Lecture)		●		●
'What' is a marketing plan? and Market research (Lecture)	●	●	●	
Marketing environment: Environmental analysis (Lecture)	●			

LEARNING ACTIVITIES	LEARNING OUTCOMES			
	1	2	3	4
Buyer Behaviour (Lecture)	•			•
Segmentation, Targeting and Positioning (Lecture)	•	•		
Product decisions (Lecture)	•	•		
Services marketing (Lecture)	•	•		
Promotion Decisions (Lecture)	•	•		
Price decisions (Lecture)	•	•		
Place decisions (Lecture)				
Marketing Plan Q&A and ONLINE LECTURE (Lecture)	•	•	•	
Review of Course (Lecture)	•	•	•	•
ASSESSMENT TASKS				
Diagnostic online quiz	•			
Online Quizzes	•	•		•
Situation Analysis	•		•	
Marketing Plan	•	•	•	

## Graduate Attributes

For further details on the Griffith Graduate please [click here](#)

Griffith University prepares influential graduates to be:

- [Knowledgeable and skilled, with critical judgement](#)
- [Effective communicators and collaborators](#)
- [Innovative, creative and entrepreneurial](#)
- [Socially responsible and engaged in their communities](#)
- [Culturally capable when working with First Australians](#)
- [Effective in culturally diverse and international environments](#)

This table demonstrates where each of the Griffith Graduate Attributes is taught, practised and assessed in this course.

University wide attributes

GRADUATE ATTRIBUTE	TAUGHT	PRACTISED	ASSESSED
Knowledgeable and skilled, with critical judgement	•	•	•
Effective communicators and collaborators			•
Innovative, creative and entrepreneurial	•	•	•
Socially responsible and engaged in their communities	•		
Culturally capable when working with First Australians			
Effective in culturally diverse and international environments	•		