

**Unit Outline 2015**

**Department/Centre:** Department of Finance and Business

**Unit title:** Marketing G

**Unit reference code:** 6261



This Unit Outline must be read in conjunction with RIM Academic Policies, which sets out Institute policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams.

**1: General Information**

1a Teaching period and year offered: Term II, 2015

1b Credit point value: 3 Credit Points

1c Unit level: Masters

1d Name of Unit Convener and Course Coordinator and contact details (including telephone and email):

**Unit Convener:**

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**Course Coordinator:**

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1e Administrative contact details (including name of the programme assistant location, telephone and email):

**Program Assistant:**

Karma Tshomo

Program Assistant

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**2: Academic Content**

**2a Unit description and learning outcomes**

The need and demand for trained, experienced and effective marketing practitioners is a growing one. Marketing is a discipline that can benefit any enterprise. As this is increasingly being recognised, more and more organisations, non-profit as well as commercial ones, are seeking people capable of putting marketing theory into practice powerfully and profitably.

Although valuable, theoretical knowledge alone is insufficient to functioning effectively as a marketer. Similarly, although experience in practice provides valuable insight and understanding of marketing as a discipline, without a framework of theory to apply to practical issues, a marketer may not achieve the optimum results they may be capable of. The focus of this unit, therefore, is on both the principles underlying marketing theory and the management application of key concepts.

This unit addresses the principles underlying marketing theory and the management application of key concepts.

The focus is on developing an analytical capacity for improved managerial judgement. Specific emphasis is placed on the development of promotion, product, distribution and pricing strategies. The unit is also designed to provide students with a sound knowledge of various marketing systems.

As part of this, the unit will concentrate on critical strategic considerations for a marketer including, such as how to develop a comprehensive marketing plan, identifying and pursuing a position of strategic and, ideally, sustainable advantage, and what is essential to effective marketing management.

On successful completion of this unit students should be able to:

* explain how marketing has evolved as a discipline over the course of the past century to assume its contemporary orientation;
* analyse markets and their opportunities including the constraints in which marketing operates;
* explain and discuss strategic market segmentation and positioning;
* formulate a marketing strategy, with particular emphasis on the development of product, distribution, promotion and pricing strategies and tactics;
* demonstrate a strategic approach to marketing in highly competitive markets, both domestically and offshore;
* conduct a marketing audit of an organisation;
* analyse case studies and develop a marketing plan;
* and utilise strategic thinking to make appropriate marketing decisions; and
* demonstrate generic skills: communication; analysis and enquiry; problem solving; independent work; team work; professionalism and social responsibility

**2b Generic skills**

|  |  |  |
| --- | --- | --- |
| Generic Skill | Details of the skill | How it is utilised in this course |
| Communication | The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries | Through class discussions and all assignments/ exam |
| Analysis and enquiry | The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way | Through case studies in class/ online and all assignments/ exam |
| Problem solving | The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions | Through case studies in class/ online and all assignments/ exam |
| Working independently and with others | The ability to plan their own work, be self-directed and use interpersonal skills and attitudes to work collaboratively | Students work independently or in a group throughout this course - both online/in class and in projects |
| Professionalism and social responsibility | The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment | Professional skills demonstrated in students’ project work and also in class-attitudes |

**Personal attributes**

Individuals entering our programs bring with them a diversity of attributes and experiences. As students of the University they will develop the qualities of critical thinking, curiosity and reflective practice. They will use foresight, initiative and leadership, and be open to alternative perspectives. As graduates, they will continue to learn and thrive in environments of complexity, ambiguity and change

**3: Delivery of Unit and Timetable**

**3a Delivery mode**

This unit will be delivered over a five days intensive class/seminar. The seminar delivery will comprise of lecture, case discussions, presentations and problem based learning. Students are expected to do all the readings prior to the attending the seminar sessions. The topic coverage and the required readings for each day are given in section 3b. It is expected that students to attend all the seminar sessions.

**3b Timetable of learning activities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Day** | **Topic** | **Chapter** | **Due date** |
| Monday 8 June  - Morning | Introduction to Marketing | 1 |  |
| Monday 8 June  - Afternoon | Marketing Planning & Strategy + Marketing Research | Chapters 2 & 3 |  |
| Tuesday 9 June - Morning | Consumer Behaviour | Chapters 4 |  |
| Tuesday 9 June - Afternoon | Segmentation | Chapter 5 |  |
| Wednesday 10 June - Morning | **Open book in class test (1 .5 hours)**  Product/Brand Strategy | Chapters 7, 8 & 9 | ***Open book in class test 1.5 hours*** |
| Wednesday 10 June - Afternoon | Product Strategy | Chapters 7, 8 & 9 |  |
| Thursday 11 June - Morning | Pricing Strategy | Chapters 10 |  |
| Thursday 11 June - Afternoon | Distribution Strategy | Chapters 11 |  |
| Friday 12 June - Morning | Promotional Strategy | Chapter 12 & 13 |  |
| Friday 12 June - Afternoon | Extending Marketing  The review | Chapters 14 | ***Marketing Plan Due Tuesday 29 June*** |

**Note:**

1. Relevant case studies will also be made available online (through email) or in the seminar sessions as and when appropriate. Students are expected to prepare the case prior coming to the seminar session.

**4: Unit Resources**

**4a. Lists of required texts/readings**

The following textbook will be the main and required textbook for the unit.

Pride, Ferrell, Lukas Schembri & Niininen, 2015, Marketing Principles 2nd Asia Pacific Edition, Cengage Learning Australia

**4b. Materials and equipment**

There is no specific requirement of any materials and equipment for this unit; however, students are expected to have access to computer and internet so that they can access the unit reading materials.

**4c. Unit website**

The unit materials can be accessed through institute’s Learning Management System (LMS) Moodle at moodle.rim.edu.bt or will be made available to students in soft copy by the program assistant.

**5: Assessment**

**5a. Assessment overview**

As a part of the assessment for the unit, students will be assessed and evaluated based on a number of assessment methods such as in class quizzes, written assignment and final examination. To pass the unit, students should obtain a minimum of 50% in aggregate as reflected in the *Academic Progress Policy* and are NOT required to pass the final examination (Assignment 3) to pass the unit. The unit’s final grades/scores will be awarded in term of numerical figure where 100 being the maximum score.

**5b. Assessment item description including assessment criteria**

For this unit, following assessment methods will be used.

|  |  |
| --- | --- |
| Due Date: | Wednesday 10 June in class – 1.5 hours duration |
|  |  |
| Value: | 20 marks |

This open book exam is to get you to reflect on what you’re learning in class time and to gain early feedback for the course.

Although it is run under exam-conditions, you are able to bring your book/ notes into the exam. No electronic devices are allowed.

You will be expected to reflect upon a number of issues related to the course material, your work experience and day to day lives as consumers. In particular we will cover material from Monday and Tuesday morning.

**Marketing Plan**

|  |  |
| --- | --- |
| Due Date: | 29/6/14 |
| Length: | 5,000 words. |
| Value: | 50%  You may work in a group for the first part of the assignment (worth 30%) and must work individually on the final 20%. Alternatively, you can do the entire project individually |

You are required to analyse the marketing strategies of an organisation and provide recommendations, utilising theory and literature to support your argument

It is recommended you pick a topic you are interested in – pick an industry you work in, would like to work in, or a hobby of yours

You may do the assignment individually or in a group.

If you do it in a group, the first 30% of grades will be allocated to all students, and the remaining 20% will be based on your individual input, assessed from the overall quality of the assignment and the input reported by all group members.

Your marketing plan should include the following headings:

* Executive summary
* Introduction
* Objectives of the Marketing Plan & Major Marketing Problem/ issues. Make sure objectives are SMART
* Company Description/ Background of the organisation
* The environments that impact on the organisation
  + Technology
  + Government regulations
  + Legal Changes
  + Social / Cultural Changes
  + Climate
  + Other?
* Competitor Analysis & Competitive Advantage of the organisation (SWOT Analysis)
* Target market segments/ Segmentation
* Current and Recommended Strategies for product, price, promotion and place / distribution.

Further information on the requirements and expectations of the assignment are available on Moodle.

For those working in a group, also include PART B (see below)

**PART B: IMPORTANT For those working in groups:** You must also provide an individual summary sheet indicating the break down, who did which section and your allocation of marks for your group mates. Submit this ONLY with your own individual submission and it can be CONFIDENTIAL. No other group members will see it, but it will be used for the allocation of the other 20% of your grade.

Groups can include 2-5 students, or alternatively, you may do the assignment individually. You are expected to submit an assignment of equal quality regardless of the size of your group. You MUST submit the individual assessment separately to your group work if you are working as part of a group. Please submit your assignment to Moodle. Please ensure you write the names of ALL group members on the Part A submission – only one student is required to submit Part A, but ALL students should submit Part B (the summary sheet).

It is assumed that if all students put into the assignment the same amount and quality of work, students will receive the same mark. However, the unit convener reserves the right to award different marks if there is a very distinct difference among team members in terms of input and quality. Teams are required to keep records of their meetings in case of dispute (meetings may also take place via e-mail).

SUBMISSION: The marketing plan MUST be submitted to the Moodle site.

**5c. Due dates and Weighting within the Unit**

Following are the due dates for the assessments and relevant information.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assessment item (including exams held in the exam period)** | **Due date** | **Weighting**  **(total to equal 100%)** | **Addresses learning outcome(s)** | **Addresses generic skill(s)** |
| Open book in class test | Wednesday 10 June – in class, 1.5 hour | 20% | 1, 8, 9 | 1, 3, 4 |
| Marketing Plan | 29 June 11.45pm | 50%  (30% group optional + 20% individual OR 50% individual) | * 3, 4, 5, 6, 7, 8, 9 | 1, 2, 3, 4, 5 |
| Final Exam | Exam period | 30% | * 1, 2, 5, 7, 9 | 2, 3, 4 |

1. In normal circumstances, students failing to complete Assessment 1 & 3 on the due date will be awarded zero for the assessment and will not provide with alternative arrangements or supplementary assessments. However, students failing to complete these assessments in exceptional circumstances as indicated in *clause 9.1 & 9.2* of the *Academic Progress Policy*, students could be allowed to sit a special examination in accordance with *clause 7 of Examination Policy*.

2. No extension on the submission deadline (due date) will be entertained for Assessment 2 under any circumstances and thus failing to submit on due date would mean assessment not complete and will be awarded ZERO for assessment.

**5d. Special assessment requirements—if any**

In normal circumstances, no supplementary or special assessments will be entertained in any of the assessments mentioned in section 5b. However, in exceptional circumstances as indicated in *clause 9.1 & 9.2* of the *Academic Progress Policy*, students could be allowed to sit a special examination in accordance with *clause 7 of Examination Policy*. This will only be applicable to Assessment 1 and 3. NO supplementary assessment will be entertained on Academic grounds.

**5e. Supplementary assessment criteria**

In circumstances mentioned in 5g and if students are granted for the special or supplementary examination, the criteria for such supplementary assessment will remain same as the initial one.

**5f. Requirements for academic integrity**

Students are expected to be well versed with the *Academic Integrity Policy* of the Institute and any work/activities or assignment or assessments carried out as part of this unit has to be in line with the policy, especially *clause 4*. Failing to uphold the academic integrity in any forms will be dealt in accordance with the *clause 5* of the *Academic Integrity Policy* of the Institute.

**5g**

**. Text-matching software**

As of now, there is no standard text-matching software institutionalized in the Institute. The details of the software, if any, even if it is an open source, will be advised when finalized.

**6: Student Responsibility**

**6a. Workload**

Expected student workload is 150 hours inclusive of 40 hours contact period intensive week long seminar sessions. However, this is only indicative of the estimated minimum time commitment necessary to achieve an average grade in the unit. Students aiming to achieve high grades (scores or marks) or if not from a business/finance/accounting background, students will need to commit more than minimum time commitment.

**6b. Special needs**

This unit upholds and respects the *Equity Policy* of the Institute. A student with a disability, impairment, or medical condition who seeks reasonable adjustment in the teaching and learning or assessment methods in this unit on the basis of his/her disability may make request to the unit convener or course convener as soon as practicable after enrolment in the unit so that appropriate adjustments/arrangements can be made. Any such reasonable adjustments/arrangements must be agreed in writing between the student and the unit convener and must be in accordance with the related Institute policy.

**6c. Attendance requirements**

Students are required to maintain a minimum of 80% attendance in the seminar sessions for the unit. If students fail to meet the minimum attendance requirement, they will not be allowed to sit/complete the 3rd assessment of the unit (*refer section 5b*) which is the final examination. This attendance requirement is stipulated in accordance with the *Academic Progression Policy* of the Institute.

**6d. Withdrawal**

Withdrawal from the unit will be governed by the Academic Policy of the Institute.

**6e. Required IT skills**

Students are expected to have basic IT skills to use Microsoft Office packages and be able to use internet facilities to access online materials such as electronic databases through Institute’s library system. They should also know how to access Institute’s LMS, moodle.

**6f. Cost**

All cost related to the unit will be covered by your institutional/tuition fee, except where specified. For example, students will buy their own stationeries and textbooks (if not available in Institute’s Library) or pay for reproduction costs beyond a certain limit.

**6g. Work Integrated Learning**

This is not relevant for this unit as it is Institute based teaching and learning.

**6h. Additional information**

If there is any other relevant information which is not reflected in this unit outline, but need to be communicated during the term, will be done accordingly by the unit convener in written.

**7: Student Feedback**

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit and the unit convener at the end of the term. This will be anonymous feedback which will be administered by the respective program assistant of the course.

**8: Authority of this Unit Outline**

Academic Committee approves all details related to this unit.

This unit outline is based on the:

* Credit Policy
* Institutional teaching and learning policy
* Graduate Attributes Policy
* Academic Progress Policy
* Assessment Policy
* Course and Unit Specifications Policy