

FOUN047 Introduction to Marketing

Section 1: General Information

1.1 Administrative Details

Subject:	Introduction to Marketing
Code:	FOUN047
Stream	Commerce
Points	12
Pre-requisite	N/A

1.2 Subject Workload

Number of timetabled hours per week	Number of Personal study hours per week	Total workload hours per week
4 – 2 lectures and 2 tutorials	At least 3	At least 7

1.3 Pre-requisites

Students are not required to have undertaken a pre-requisite subject.

1.4 Other resource requirements

List specialist facilities and/or equipment required for the delivery of this subject:

Access to the Student Learning Centre, the Robertson Library and university computer labs

Section 2: Academic Details

2.1 Subject Overview

This paper is intended to provide an introduction to marketing and a pathway to the marketing papers at the University of Otago. It provides a broad understanding at a foundation level of the theory and practical application within the discipline, and is designed as an introduction to the Marketing papers offered at the University of Otago

2.2 Learning Objectives and Outcomes

The aims of this paper are to provide students with the key elements of the marketing mix and consider them in relation to consumer behaviour.

By the end of this paper, students will have

1. A broad understanding of the key concepts of the discipline and apply these in practice
2. An understanding of the major elements of the marketing mix
3. A broad understanding of the relationship between marketing and buyer behaviour
4. Effectively use group work skills, reporting/presentation skills and case study skills.
5. Demonstrated the above to a professional business standard.

2.3 Subject Content

For each of the learning outcomes, the content is

Learning Outcome 1

- Understand the 4Ps and identify the relationships between them.
- Understand the business environment in which marketing exists
- Understand the influences of ethics, social responsibility and sustainability, and international responsibility
- Apply a SWOT analysis

Learning Outcome 2

- Apply the 4Ps to new and existing products
- Understand the product life cycle
- Recognise the place of packaging, sponsorship, product placement, use of celebrities and influencers and social media in Marketing
- Analyse and apply key concepts to selected everyday products

Learning Outcome 3

- Understand identification of target markets, segmentation and positioning
- Understand demographics and consumer lifestyles
- Understand the challenges of marketing to Gen X, Gen Y and the iGen
- Understand business to business marketing
- Explore buyer behaviour, attitudes and values, and motivation
- Understand concepts relating to integrated marketing
- Understand the place of culture in marketing to different demographics/peoples.

Learning Outcomes 4 and 5

- Use case studies and discuss in a group
- Group working skills
- Plan and organise a pitch in a group for a client
- Logical progression of ideas based on the relevant concepts of marketing
- Support ideas with the use of technology at a professional standard
- Deliver a professional business presentation to an audience and the client

2.4 Teaching Method/Strategies

This subject is conducted in face to face classes. Content will be delivered in a lecture and tutorial format using a range of teaching strategies. Examples from the marketing world are analysed in class discussions, group discussions and in writing. A high level of student engagement is expected. Independent work habits and group skills will develop time management and communication skills. The final assignment encourages also creativity mixed with real life expectations. Word processing skills will be further developed as will public speaking skills.

2.5 Assessment

Assessment Type	When	Weighting	Learning Outcomes Assessed
Internal	Week 4, 7,11	5%, 15% 20%	1,2; 1,2,3; 1,2,3,4,5
Final Examination	Week 13	60%	1,2,3,4,5

2.5.1 Assessment Strategy

2.5.2 Hurdle Requirement

In order to pass this paper, students must obtain an overall mark of 50% (C-) or better.

2.5.3 Assessment Details

Assessment	Content/ Format	Time	Details
Internal Assessment Task 1	Individual essay, done out of class time.	At home	Individual essay applying the first four week's learning to one of a choice of two topics.
Internal Assessment Task 2	Prepared essay	50 minutes in test conditions	Individual essay based on concepts allied to a case study which students have in their work books.
Internal Assessment Task 3	Group report presented to client	Presentation is 20 minutes, report: some class time majority done outside class	Client wants a marketing plan for a new product. This to include a media plan also and a GANTT chart.
Final Examination	Week 13	2 hours	Thirty multi choice questions and four essays from six topics.

3. Subject Details

3.1 Weekly Schedule

Week	Lecture 1hr	Tutorial 1 1hr	Lecture 2 1hr	Tutorial 2 1hr
1	What is Marketing? Creating value	Building relationships, communication	Communication Messages and meaning	Models Mass com./Global com.
2	The Marketing Mix – an overview	Issues – challenges: <ul style="list-style-type: none"> • Rapid globalisation • World eco. 	Call for ethical behaviour, social responsibility, international responsibility, sustainability	SWOT
3	Product Inc. core, actual, augmented	Case: car perfume bank an organic product	Product life cycle – link to case	New product/international products Ethical considerations
4	Price and Place	Pricing strategies using practical examples,	Place – retail, wholesale, distribution chain	International/global perspectives Link to case from last week
5 Submission of 5% individual essay, 12.00pm Monday.	Promotion Integrated marketing com.	Promotion: analysis of specific campaign, DCC Farmers National Bank	Integrated Marketing com. Discussion of practical examples - UO	Cultural and Ethical considerations Packaging Sponsorship Use of celebrities Product placement
6	Target Markets, Market Segmentation Positioning	Demographics Consumer lifestyles NZ Lifestyle study	Marketing to Millennials	Brands Brand perception, selection, self-image, personality <ul style="list-style-type: none"> • Clothes • Shoes • iphones/iPads

7	Mid-term tests Individual prepared essay to be done under test conditions – 50 minutes	Mid-term tests Individual prepared essay to be done under test conditions –50 minutes	Return of mid-term test Discussion of group assignment.	Ethics: elderly & security systems, McD's toys. Social campaigns: anti-smoking, drunk driving, drug use, family violence Students to use examples from their own cultures
8	Consumer and buyer behaviour – the process Consumer perception	Attitudes, motivation, self-image, personality	Customer retention After sales service, Responding to customer demands	Loyalty ladder, prospects, advocates, customer satisfaction
9	Marketing Environment macro	Group meeting for presentation and report	Competitive advantage Sustainable competitive advantage	Use of the environment that has global repercussions Link to tutorial 9.1
10	Integrated Marketing and Communication New technology and ethical considerations – use of social media - viral, guerrilla, Electronic mkt'ing	Group meeting time	Culture, Cultural differences Consumption and marketing Implications for global marketing	Group assignment meetings
11	Advertising and the media	Presentations and hand-in of reports	International advertising	Presentations and hand-in of report
12	Exam preparation	Exam preparation	Revision	Revision