MARK213
Marketing Principles

SUBJECT OUTLINE
Wollongong
Autumn Session 2005
6 Credit Points

Subject Coordinator: Venkat Yanamandram
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Consultation Hours: Mondays 14:30 to 16:30
                           Wednesdays 10:30 to 12:30

THE TEACHING TEAM
Welcome to the world of Marketing! Everywhere we go, every time we buy, when we eat, when we drink, we are exposed to marketing at work. How do we make our decisions? What influences our choices? How do businesses know what we want to buy? How do businesses convince you to buy their product and not their competitor’s products?

Marketing is all around us, and we all need to know something about it. Marketing is used not only by manufacturing companies, wholesalers and retailers, but also by all kinds of individuals and organisations. Lawyers and accountants use marketing to manage demand for their services. So, do hospitals and museums. People throughout these organisations need to know how to define and segment a market and how to position themselves strongly by developing need-satisfying products and services for chosen target segments. They must know how to price their offerings to make them attractive and affordable, and how to choose and manage intermediaries to make their products available to customers. They need to know how to advertise and promote their products so customers will know about them and want them. Clearly marketers need a broad range of skills in order to serve and satisfy consumer needs.

The subject examines fundamental marketing concepts to build up a sound understanding. This subject is intended to serve as a foundation for further studies in business by developing an overview of where the marketing function fits within the larger organisation and what framework marketing provides for helping with the conduct of a business. What you learn in this subject will be of value to you for the rest of your lives as consumers and as members of the business community.

On successful completion of this subject, students should:

i. Be conversant with the terminology, frames of reference, and approaches to research employed by marketing practitioners, academics and researchers and develop skills related to critical analysis and problem solving in marketing.
ii. Be aware of major concepts and theories relevant to the study and practice of marketing.
iii. Clear up the general misconception that marketing is just “sales” or “advertising”.
iv. Improve “public speaking” and “people” skills.
v. Improve analytical skills and report writing skills.
i. Improve means of conducting research / logical reasoning / conceptualisation.

To pass this subject, students must satisfy the following requirements:
1. Assessed work must be handed in **by the date and time given**. Assessed work handed in late can be penalised by the deduction (from the mark given to the assessed work) of 10 percentage points per 24 hours of the weekday or part thereof. The operation of this rule will not result in a negative mark being carried forward.

2. Must complete **ALL** assessments in a satisfactory manner. “Satisfactory” for this subject means that each piece of assessment must be completed and students must achieve a minimum of 45% in the final examination, and at least 50% overall;

3. Must attend at least 75% of **tutorials** throughout the session to PASS the subject. Attendance will be taken during each tutorial session through a formal roll and sign-up sheet – each student is **responsible for making sure they have signed this sheet before leaving that day**. If an absence from a tutorial is an **excused absence**, students will need to follow University Policy for documenting and reporting an absence;

4. Must keep a full copy of all submitted assessment work in this subject until such times as final grades in this subject are released.

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**METHOD OF PRESENTATION**

**LECTURES**

There will be a lecture on Mondays from 12:30 to 14:30 at 25.107 and a REPEAT (**same content**) lecture on the same day from 17:30 to 19:30 at 20.2. Students are strongly advised to attend either ONE of those lectures per week. In order to maximise learning outcomes, it is strongly recommended that students attend lectures from week 1 to week 13. **Any material presented in lectures, including video clippings; exercises given during lectures may be included in exams. Past exams have included questions from exercises given during the lecture.**

Often, material covered in lectures is brought in from sources other than the prescribed text. Basic lecture slides will be placed in the Commerce Resource Room and Student Information Centre located on the ground floor of Building 40, and a copy of the same will be uploaded on to Mark101/213 WebCT site. The objective of providing these lecture slides is to help you listen to what the lecturer explains in the class. Lecturers are likely to add or edit the slides before their lecture and hence students are asked to be attentive during the class. The slides are NOT intended to act as a substitute to attending the lecture itself.

**TUTORIALS**

Information on tutorial days, times and locations will be uploaded on to WebCT by end of first week (Click on “**Tutorial Information**” on homepage of Mark101/213 WebCT site). **It is possible that tutorial times may change, and depending on student numbers, tutorials may be cancelled or new tutorials added.** If such changes take place, you will be notified by university e-mail ONLY. Attendance will be taken during each tutorial session. Students **must attend at least 75% of tutorials**. This may be waived upon presentation of a medical certificate for a relevant period, or upon evidence of a serious and utterly exceptional crisis.

**METHOD OF ASSESSMENT**

The composite mark will comprise the following evaluation elements:

<table>
<thead>
<tr>
<th>Evaluation Element</th>
<th>Description</th>
<th>Weightage</th>
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<tbody>
<tr>
<td>Tutorial Participation (10) &amp; Oral Presentation (5)</td>
<td>Presentation dates to be decided in Week 5</td>
<td>15%</td>
</tr>
<tr>
<td>Mid-Session Exam</td>
<td>On: Saturday, the 9th April</td>
<td>20%</td>
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<tr>
<td>Major Assignment</td>
<td>Due: Wednesday, the 11th May</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>Exam Period: 04 June to 17 June</td>
<td>40%</td>
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ASSESSMENT TASKS

Tutorial Participation (10%) & Oral Case Study Presentation during Tutorials (5%)

Students must have prepared for the tutorial as per the tutorial outline (see pages 11 to 13 for a list of exercises per week); failure to prepare will be viewed as non-participation. Merely attending with no active participation will result in a mark of 0/10. Marks for participation will be as follows:

9-10 For outstanding thinking (comprehensive understanding of subject matter including preparation and presentation of tutorial exercises; critical thought; evidence of outside reading; learning from ideas of others; insightful analysis; demonstration of extremely high level of interpretative and analytical ability and intellectual initiative)

8-8.5 for excellent thinking (Very high level of understanding of subject matter including preparation and presentation of tutorial exercises; critical thought; learning from ideas of others; insightful analysis; demonstration of very high level of interpretative and analytical ability and intellectual initiative)

7-7.5 for good thinking (a high understanding of subject matter including preparation and presentation of tutorial exercises; learning from ideas of others; demonstration of high level of interpretative and analytical ability and intellectual initiative; some minor objectives not fully achieved).

5-6 for passable thinking (adequate understanding of most of the basic subject matter; adequate interpretive and analytical ability; failure to achieve some minor objectives)

1-4 These marks vary depending on limited thinking indicating partial understanding of basic subject material; some evidence of interpretive ability; occasionally preparing for tutorial exercises; unsatisfactory performance indicating inadequate understanding of basic subject material; and not responding meaningfully to questions posed during tutorials (‘yes’, ‘no’, ‘it depends’, ‘I guess so’ etc).

The tutorial assessment also includes a case study presentation, which is worth 5%. The case study presentations will be done in groups of two/three students in tutorial time in the second half of the session. You will be allocated a case study during the tutorial in Week 5 (the case study will be from the required textbook). Your group will be required to present answers to the case study question(s) and other questions. Each case will be a mini-summary of the relevant topic and will therefore be useful for class revision of key concepts. Each group will be allotted a maximum of 25 minutes including lead-in discussion questions. If you observe the details mentioned for each case study presentation in the tutorial schedule, there will be a lead-in discussion question in addition to case study questions. The lead-in discussion question provides an opportunity for the presenting group to ask questions to the audience and lead the discussion. Students must actively participate in tutorial discussion. This will require familiarity with the case, ability to develop constructive questions and willingness to engender a positive discussion environment. You are NOT required to hand in written evidence for this assessment

Due to time constraints, you must use ONLY Overhead Projector (OHP) for your presentation and NOT PowerPoint (use of PC/Laptop etc). You can however prepare your slides using PowerPoint and present them using OHP. You must address all questions allocated to your group. Every member of a group must present. Marks will be allocated based on performance in presentation and based on how well you integrate related concepts to the case study. If you are not present when you are scheduled to present your case, you will receive 0/5 for this piece of assessment and consequently you will fail this subject.

If you are unable to present a case study during your allocated week, you will be asked to submit an alternate piece of assessment for 5 marks, if and only if you present evidence of a serious and utterly exceptional crisis.
Your presentation will be evaluated based on:

1. **Structure of Talk:**
   - Were you logical, clear? Did you emphasize the main points?

2. **Content of Presentation:**
   - Was it relevant, adequate, and interesting?

3. **Visual Aids:**
   - Have you used the relevant/attractive aids in your presentation? Were they well used?

4. **Voice:**
   - Was your voice fluent, clear, audible? Was it well paced?

5. **Dependence on notes (mechanically reading from report?) and its influence on audience relationship**

6. **Other aspects:**
   - Group coherence, eye contact, enthusiasm, audience questions answered?

**Mid-Session Exam (20%)**

Exam on Saturday, the 9th April from 10 AM to 11:40 AM (1 hour 40 minutes)

This examination is designed to test your knowledge as you progress through the subject and to provide you with feedback on how well you are doing at the mid-point in the subject. This examination will deal with material covered from Week 1 to Week 5, both inclusive. The exam will consist of 80 multiple-choice questions. The venues for the exam will be announced during the lecture in Week 6.

**Major Assignment (25%)**

Report due on Wednesday, the 11th May.

On 11th May, assignments will be collected only between 9 AM and 3 PM at 40.136 (Head Tutor – Greg Kerr’s office). However, assignments will be accepted prior to the submission date by your tutor. Assignments slipped-in under the door of subject coordinator, head tutor or tutor will NOT be accepted for evaluation.

Assessed reports can be collected from your respective tutors in Week 13. After this period, the reports can be collected from the head tutor’s office during his consultation hours or by fixing up an appointment.

The details of major assignment are provided in Appendix 1.

**Final Examination (40%)**

The final examination period is from 4th June to 17th June. The exam date for this subject will be confirmed during the course of the session and published on SOLS 3 to 4 weeks before the examination period. The final exam format, and material to be studied will be announced in Week 13 during the lecture. Past exam papers will not be made available. However, the subject coordinator will provide useful guidelines on exam preparation during the lecture in week 13 and hence it is imperative that you attend this lecture.

 REGARDLESS OF YOUR CUMULATIVE MARK THROUGHOUT THE SEMESTER, YOU STILL MUST OBTAIN AT LEAST 45% (18 out of 40) ON THE FINAL EXAM, AND AT LEAST 50% OVERALL TO PASS THE SUBJECT.
Note: The exam dates and times published in the University's Provisional Exam Timetable are subject to change. Students should therefore only rely on the exam details published in the University's Final Exam Timetable. Applications to sit early exams will only be considered by the Head of School if accompanied by a medical certificate or written advice from a counsellor.

Excuses such as family holidays WILL NOT be considered. Similarly, if you are sick for an exam and are seeking a supplementary exam, then this needs to be borne in mind when making any travel arrangements.

**STUDY TIME ALLOCATION**

In accordance with Course Rule 003 (Interpretation 2(t)), the credit points gained through completion of this subject are six (6) and hence the subject requires that students devote about 12 hours a week to its study, including lecture and tutorial commitments.

**ASSESSMENT GRADES**

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<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>HD</td>
<td>High Distinction</td>
<td>85-100%</td>
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<tr>
<td>D</td>
<td>Distinction</td>
<td>75-84%</td>
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<tr>
<td>C</td>
<td>Credit</td>
<td>65-74%</td>
</tr>
<tr>
<td>P</td>
<td>Pass</td>
<td>50-64%</td>
</tr>
<tr>
<td>PC</td>
<td>Pass Conceded</td>
<td>45-49%</td>
</tr>
<tr>
<td>F</td>
<td>Fail – Unsatisfactory completion</td>
<td>0-44%</td>
</tr>
<tr>
<td>F</td>
<td>Fail – Unsatisfactory completion</td>
<td>0-49%</td>
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</table>
TEACHING AND LEARNING MATERIAL

Required Text

Recommended Study Guide

The price of textbook + study guide (bundled) is $120, while the price of the textbook alone is approximately $105. These books are available for purchase from the university bookshop.

Supplementary/Reference Texts
*(A good resource for your assignment)*

This is not an exhaustive list of references. Students should also use the library catalogue and databases to locate additional sources.

Journals and Newspapers
- Business Review Weekly (BRW)  
  Journal of Marketing
- Australian Financial Review  
  Harvard Business Review
- The Australian (Marketing Section)  
  Australian Marketing Researcher
- B&T Magazine  
  Journal of Consumer Research
- Marketing Management  
  Journal of Advertising
- Advertising News  
  Journal of Advertising Research
- Sydney Morning Herald (Business Section)  
  Journal of Retailing

Online Learning
A WebCT site has been set up for this subject which you can reach through the following URL: http://www.uow.edu.au/student/lol/. You must have a Unix account and a password to use this Online Learning resource.

For modern marketing, Internet is a very useful source of information. Access to databases such as Proquest 5000 / ABI-Inform, Expanded Academic Index, Emerald, Science Direct and others is possible through computer terminals located in the library and via remote access.

An active learning tool for students is, *Companion Website for Marketing*, which is linked to your textbook. You will find sample multiple choice and essay questions, Internet exercises and recent marketing articles. Go to: <http://www.prenhall.com/kotler_au/> and click on Marketing 6/e. Select a chapter and you should be able to access those resources.

OTHER IMPORTANT INFORMATION RELATING TO THIS SUBJECT
SUBJECT COORDINATOR EXPECTATIONS OF STUDENTS

A goal for the classroom is to have a positive, attentive, courteous environment that is conducive to learning. Being on time, being alert, participating in discussion and activities, staying for the full class time, and generally contributing to the learning experience of one’s classmates are desirable behaviours. Mobile phones should be turned off during lecture and tutorials.

As is the case in most businesses, your attendance and promptness is expected. Coming to class late or leaving early is not acceptable behaviour. If you miss class for any reason, you will be responsible for any material covered, assignments given, or dates changed. Studies have shown that students who attend class regularly and participate fully find assignments and exams to be much easier and more meaningful, and (surprise!) tend to get better grades than those who do not attend class regularly. Your attendance in class is a necessary, but not sufficient, condition for good participation. (Just showing up for work, but not contributing anything to the organization, would not generally be considered acceptable behaviour in the workplace).

LEARNING RESOURCE CENTRE

The Learning Resource Centre (LRC), located in building 19.G102 offers a number of services to students who wish to improve their academic skills and/or English language. They run workshops, usually during lunchtimes on Report Writing, Critical Thinking, Academic Style, Grammar, Study Skills and Exam Techniques, Presentation Skills, Avoiding Plagiarism and much more. They also provide individual consultations to students. The centre also provides a range of self-access resources to support student learning. These resources are available online. For further information, visit the following URLs or call (02) 4221 3977.


STUDENT COLLABORATION IN THE PREPARATION OF ASSIGNMENTS/CASE STUDIES

Collaboration between students during the preparation of semester assignments or case studies is only permitted dependent upon the category of assignment declared by the subject coordinator and as printed in the Subject Outline.

Category 1 – Take Home Exams: No collaboration of any kind is permitted between students or anyone else during formulation and preparation of the contents of the student submission.

Category 2 – Group Assignments: Collaboration is permitted between students in the same group but not with students in other groups.

Category 3 – Individual Assignments: Collaboration is permitted between students only in the form of general discussion pertaining to relevant concepts or potential issues to be dealt with in completing the assignment. However, collaboration must not proceed to the point where it contributes directly to the final submission produced by the student. Joint planning of the actual contents of a student’s submission is not permitted. Where the assignment requires formulation of a set of recommendations, a problem solution, or a specific course of action, collaboration is not permitted during their formulation. Needless to say, collaboration is not permitted during the actual preparation and writing of the student submission.
Category 4 – Open Assignment: Collaboration with other students is permitted, subject to the normal rules governing plagiarism. That is, direct use of ideas contributed by others must be acknowledged.
# LECTURE PROGRAM

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Lecture Topic</th>
<th>Lecturer</th>
<th>Ch.</th>
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<tbody>
<tr>
<td>1 (21/2)</td>
<td>Introduction&lt;br&gt;Marketing: Creating Value</td>
<td>Venkat Yanamandram</td>
<td>1</td>
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<tr>
<td>2 (28/2)</td>
<td>Customer Satisfaction, Retention and Profits&lt;br&gt;Marketing Environment</td>
<td>Venkat Yanamandram</td>
<td>2</td>
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<tr>
<td>3 (7/3)</td>
<td>Information Management &amp; Marketing Research</td>
<td>Greg Kerr</td>
<td>5</td>
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<tr>
<td>4 (14/3)</td>
<td>Consumer Market Behaviour</td>
<td>Jenny Thornton</td>
<td>6</td>
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<tr>
<td>5 (21/3)</td>
<td>Business Market Behaviour</td>
<td>Robert Grant</td>
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<td><strong>MID-SESSION BREAK:</strong>&lt;br&gt;Friday, 25th March to Sunday, 3rd April</td>
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<td>6 (4/4)</td>
<td>Market Segmentation, Targeting and Positioning</td>
<td>Venkat Yanamandram</td>
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<td><strong>MID-SESSION EXAM:</strong>&lt;br&gt;Saturday, the 9th April</td>
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<td>7 (11/4)</td>
<td>Products: Goods, Services and Experiences</td>
<td>Venkat Yanamandram</td>
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<td>8 (18/4)</td>
<td>New Products</td>
<td>Elias Kyriazis</td>
<td>11</td>
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<td>9</td>
<td><strong>PUBLIC HOLIDAY ON 25TH APRIL</strong>&lt;br&gt;NO LECTURES; NO TUTORIALS THIS WEEK&lt;br&gt;USE THIS TIME FOR ASSIGNMENT PREPARATION</td>
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<tr>
<td>10 (2/5)</td>
<td>Advertising and Public Relations</td>
<td>Venkat Yanamandram</td>
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<td><strong>MAJOR ASSIGNMENT DUE:</strong>&lt;br&gt;Wednesday, the 11th May</td>
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<tr>
<td>11 (9/5)</td>
<td>Sales Promotion &amp; Personal Selling&lt;br&gt;Introduction to Online Marketing</td>
<td>Greg Kerr</td>
<td>13</td>
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<tr>
<td>12 (16/5)</td>
<td>Pricing</td>
<td>Gary Noble</td>
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<tr>
<td>13 (23/5)</td>
<td>Strategic Marketing &amp; Planning (1 hour)&lt;br&gt;Integrating Lecture, Revision and Exam Guidelines</td>
<td>Sara Dolnicar&lt;br&gt;Venkat Yanamandram</td>
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<td><strong>28th May to 3rd June – STUDY RECESS</strong></td>
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<td><strong>4th June to 17th June – FINAL EXAM PERIOD</strong></td>
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The exact structure and schedule of the Lecture Program may be subject to change.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>ACTIVITIES</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>NO TUTORIALS</strong></td>
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<tr>
<td>2</td>
<td>Activity: Go to <a href="http://www.dell.com">www.dell.com</a> site and explore in terms of how well they apply the marketing concept. Then answer the following questions: (1) What is the most important customer benefit stressed on this site? (2) What new products did you find? (3) To what extent does this site employ the marketing concept? (4) How does Dell attempt to build relationships with its customers? What evidence of enhanced customer value do you see? (5) Is there anything missing from the site? (6) How could Dell improve the site to enhance the marketing of its products? Present your findings in class.</td>
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</table>
| 3    | Activity-1: CH 2 → Discuss examples of some of the benefits and costs that might contribute to the customer value of each of the following products: (a) a cruise on a luxury ship (b) legal firm specialising in taxation and law (c) getting an automobile loan (d) belonging to a health club and (e) attending an executive education class.  
Activity-2: CH 5 → Identify and explain the microenvironment (actors and forces in a marketing system) for the following companies: Toyota, Novotel, IBM, Sutherland Hospital and Fitness First |
| 4    | Activity-1: CH 6 → Discuss where and how you would gather information for undertaking your major assignment this session.  
Activity-2: CH 6 → Explain how you might use different types of research (focus groups, observation, survey and experiment) to forecast market reaction to a new kind of disposable nappy that is to receive no promotion other than what the retailer will provide. Furthermore, assume that the new nappy’s name will not be associated with other known products. The product will be offered at competitive prices.  
Activity-3: CH 6 → What type of research would be appropriate in the following situations? Why?: (1) Kellogg’s wants to investigate the impact young children have on parents’ decisions to buy breakfast foods (2) Our Uni bookshop wants to learn more about student perceptions of the store’s merchandise, prices and service (3) McDonald’s is considering where to locate a new outlet in Sutherland (4) Gillette wants to determine whether a new line of deodorant for children will be profitable. |
| 5    | Activity-1: How to analyse a Case Study – A discussion using “IQ Computers” on pages 276-277 (textbook) as a basis. Prepare answers to questions 1, 2, 3 and 5 at the end of case study and present the findings in class. Also, study figure 7.7 (textbook)  
Activity-2: Guidelines for Oral Presentation.  
Activity-3: Formation of groups for case-study presentations. |
| 6    | Activity-1: CH 8 → Continuation of IQ Computers case study from previous tutorial  
Continued next page...  
Activity-2: CH 8 → UoW has decided to purchase 50 computer systems. There are already 25 computer systems of different brands in the school. The computer systems need to be networked. They cannot afford to breakdown. The School is likely to expand the number of computers to 200 over |
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<td>the next 2 years. (1) Who might consist of the buying centre (list designations) (2) How would each of them influence buying situation? What criteria are likely to be stressed in choosing and retaining the supplier (4) Explain the three major buying situations.</td>
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| 7    | **Activity-1: CH 10** → Choose magazine ads for five different products. For each ad, write a description of the demographic characteristics of the targeted market.  
**Activity-2: CH 10** → Create a perceptual map for the different brands of one of the following products: diet and regular colas, luxury cars, fast-food restaurants, washing detergents and beaches. |
| 8    | **Activity-1: Case-Study Presentation – pp.377 to 381 – Christendom Church**  
Group-1 questions 1, 2, 4 and 5 and use one of these questions as a lead-in discussion question.  
**Activity-2: Report-writing techniques** |
| 9    | **NO TUTORIALS – INVEST THIS TIME FOR ASSIGNMENT PREPARATION** |
| 10   | **Activity-1: Case-study presentation – pp. 431-434 – E-Co Shower**  
Group-2 questions 1, 3 and 5 and lead-in discussion question: Bring a product that you are familiar with to the class and discuss the following:  
• Does it come in primary, secondary or shipping packaging?  
• Does the label promote the product?  
• Is there any information about the customer services offered by the company?  
• What kind of brand is on the product (manufacturer’s, private co-brand)?  
• What is the label missing?  
• Discuss which of the four choices of a brand strategy are applicable to the company that produces the product you brought to the class. |
| 11   | **Case-Study Presentation – pp.652 to 653 – Sex Ads Get Clubbed**  
Group-3 questions 1 and 2 from case study. While answering question-1, describe the various appeals with an example of each and then explain the one that is applicable to case study. Lead-in discussion question: Share the findings of 2 print advertisements that you have collected where marketers have (a) informed and (b) persuaded.  
**Group-4 questions 4 and 5 from case study and use question 3 from case study as the lead-in discussion question.** |
| 12   | **Group-5: Case-Study Presentation – pp. 690-691 - McFraud**  
Questions 1, 3, and 5. Use one of these questions as a lead-in discussion question  
Questions 2, 3 and 4. Use one of these questions as a lead-in discussion question |
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<th>WEEK</th>
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| 13   | **Case-Study Presentation** – pp.526 to 529 – **Klout Bathroom Cleaner**  
  **Group-7** questions 2 and 3 from case study and lead-in discussion question: Assume you are the vice president for financial affairs at University of Wollongong. For the past three years, enrolments and revenues have declined steadily at a rate of about 10 percent per year. You are under great pressure to raise tuition rates to compensate for the falling revenues. However, you suspect that raising tuition might only make matters worse. What internal and external pricing factors should you consider before you make your decision? Explain.  
  **Group-8** questions 4, 6 from case study and lead-in discussion question: What pricing strategy – market skimming or market penetration is likely to be most appropriate for each of the following products (a) a new type of lawn sprinkler system (b) a new skin patch drug to help people to quit smoking (c) Acer computers. |
DO NOT submit your assignment in plastic sleeves or plastic covers. However, you are allowed to bind the report. Students need to refer to School Policy on Submission of Assessed Work for guidelines relating to performance and submission requirements for individual assignments.

Assignment cover sheets must be submitted with any work submitted and can be downloaded from the following website:

**Topic:**

The University of Wollongong classifies its students into three categories – undergraduate, postgraduate and research. Competition exists between Australian universities for students in each category. You are asked to examine the undergraduate students’ market applicable to Australian Universities by way of the following process:

1. Describe and analyse the macro and micro environmental factors that impact the Australian Undergraduate Students’ Market.
2. Identify at least four segmentation variables and segment the market accordingly;
3. Select and justify the most viable market segments (target markets) that you would recommend be targeted;
4. Position the ‘Wollongong University product’ in the minds of consumers within the segments (target markets) you have identified;
5. Develop a communication strategy for the target markets selected that effectively communicates with that segment and identifies the preferred positioning characteristics.
6. Describe the following decisions relating to the development and marketing of educational services to the undergraduate students’ market at UoW:
   a. Product/service attributes
   b. Product-support services.

**Submission Guidelines**

1. You MUST acknowledge all sources of any facts and ideas which are not your own.
2. Reports that are submitted with no, incorrect or poor referencing will be returned unmarked, attaining a zero grade. For referencing guidelines, see *Style Manual for Authors, Editors and Printers, 5th ed.*, 1995. Also see the following URL for examples of referencing:

3. The emphasis should be on clearly expressed and supported arguments, as well as creative ideas.
4. Properly used bullet points, diagrams and graphs enhance the readability of your report. However, note that the whole report should not be just a series of bullet points – use them to list. Make sure the report represents a coherent argument from start to finish.
Your report MUST include all of the following:

1. **Title page.** Immediately following the cover sheet should be a title page. The title page must consist of a report title, student name, student number and the date of submission.

2. **Executive summary.** Your report should include an “Executive Summary” (immediately following the title page) for 1½ pages.

3. **Table of contents.** Immediately following the executive summary should be a table of contents (with page numbers) for your report. You may put the report together in any order you like, provided there is some logical reasoning (apparent to the reader) for the sequence you have chosen.

4. **Main body of report.** The main body of the report should include an introduction that sets up what is going to be discussed in the later pages. The main body of the report is where you address the assignment questions. It is essential that every claim that you make about a firm must be backed-up by a short-reference (in-text reference) within the body of the text. This should be supplemented by a detailed list of references at the end of your assignment.

5. **References.** As mentioned earlier, a complete citation for all work of others referenced in your report should be included in the references section.

6. **Appendices.** Any relevant additional information that you want to mention can be in the ‘Appendix’ section. Be sure to name what each appendix refers to along with appropriate page numbers.

**Warning:**

Any student who relies solely or substantially on the Internet to generate information will have her/his assignment returned for rewriting.

**RULES, CODES OF PRACTICE/POLICIES**

**UNIVERSITY POLICIES**

The following websites contain a range of policies on educational issues and student matters with which students should familiarise themselves.
PLAGIARISM

Plagiarism is the use of another person's work, or idea, as if it is your own. The other person may be an author, critic, lecturer or another student. When it is desirable, or necessary, to use other people's material, take care to include appropriate references and attribution - do not pretend the ideas are your own. Be sure not to plagiarise unintentionally. The University's practice concerning plagiarism is set out in the University Calendar at http://www.uow.edu.au/handbook/courserules/plagiarism.html. Plagiarism has led to expulsion from the University. PLAGIARISM WILL NOT BE TOLERATED.

NON-DISCRIMINATORY LANGUAGE PRACTICE AND PRESENTATION

Discriminatory language is not to be used in written work submitted for assessment. Further information can be found at http://staff.uow.edu.au/eeo/nondiscrimlanguage.html.

DISABILITIES

If a student with a disability requires reasonable accommodation or assistance in a subject, they are advised strongly to discuss the issues early in the session with one of the following people: the Disability Liaison Officer, Faculty Disability Adviser and/or the subject coordinator.

Disability Services can be contacted on:

Phone: 4221 3445
Location: Office located on the third floor of the UniCentre building.

Students commencing courses are advised to contact the Disability Liaison Officer prior to the beginning of their first session of study.

The Commerce Disability Adviser is:

Mr. Ron Perrin
Tel: 4221 4118
Location: Building 40 Room 311
Email: ron_perrin@uow.edu.au

REFERENCING

The School’s policy is to use the Harvard System unless instructed by the Coordinator of the subject to use another system of referencing.
FACULTY LIBRARIANS

Each faculty has a Faculty Librarian who is available to help with research related enquiries. Research Help Desk staffs are also available in the Library to assist with research needs. The Faculty Librarians for Commerce can be contacted as follows:

E-mail: lib_commerce@uow.edu.au
Telephone: 42213078

ASSESSMENT WORK

Assessed work is a piece of work required to be done (not under examination conditions) as part of the subject and to be given a percentage mark, with the mark to count as part of the final mark for the subject.

Faxing Assessment Work

Students may not e-mail or fax assignments unless specifically requested by or with the approval of the subject coordinator.

Submitting Assessment Work

a) Assessed work must be handed in by the date and time given. Assessed work handed in late may be penalised by the deduction (from the mark given to the assessed work) of a minimum of 10% up to a maximum of 25% per 24 hours of the weekday or part thereof. The operation of this rule will not result in a negative mark to be carried forward. This penalty for late submission may be waived upon presentation of a medical certificate of illness for a relevant period, or upon evidence of a serious and utterly exceptional crisis.

b) Assessed work not handed in on time must nevertheless be completed within fourteen (14) days to a satisfactory standard. Failure to complete ALL assessed work will result in FAILURE OF THE ENTIRE SUBJECT, other marks notwithstanding.

c) Students who enrol late in a subject, may be permitted to submit assessed work for the award of mark according to a schedule determined by the lecturer, Clauses a) and b) above notwithstanding.

d) All assessed work must represent ORIGINAL work and must not be submitted for more than one subject at the University.

e) If a student does not attend a mid-session examination, and also fails to produce satisfactory medical or other reasons for this, a deferred examination will NOT be offered, and the student may be deemed to have failed the subject, other marks notwithstanding.

f) A completed Faculty Assignment Cover Sheet MUST be attached to any assessable work submitted. This assignment sheet is available at http://www.uow.edu.au/commerce/pdf/assignmentcoversheet.pdf.

g) There will be no re-submission of failed work and assignments.

Remember: All assessed work must be submitted to pass a subject.

SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS

A student who is affected by serious illness or other circumstances beyond his or her control may ask that those circumstances be taken into account when performance in an individual subject is being assessed.

Eligibility

To be eligible to apply for special consideration (including supplementary assessment) a student must satisfy the University that he/she has suffered serious illness or other circumstances beyond their control which have or are likely to affect their academic performance in a subject; or been prevented from meeting scheduled assessment requirements by serious illness or other circumstances beyond his/her control. Students should also refer to the Special Consideration Policy at http://www.uow.edu.au/student/calendar/specialconsideration.html

Method of Application

An Application for Special Consideration, together with supporting documentation must be lodged with the Student Enquiries Counter in Administration (Building 36) NO LATER THAN SEVEN (7) DAYS following serious illness or other cause beyond a student’s control.

Supporting Documentation

a) Medical certificates, stating in reasonable detail:
   - the date or dates of any relevant consultations or attendances;
   - if relevant, the general nature of the complaint and the treatment; and
   - a specific statement of the opinion that, as a result of the complaint or treatment, the student is or was unfit to complete the required assessment or examination on or by the date specified (medical certificates which do not contain all this information will NOT be accepted).

b) A letter from the University Counselling Service or a professional counsellor of equivalent standing setting out the general nature of the problem affecting the student, and the opinion of the person signing the letter, that the student, because of the problem, is or was unfit to complete the required assessment of examination on or by the date specified.

c) A statutory declaration setting out the facts upon which it is suggested that special consideration should be given, attaching any supporting documents. Note: A letter from an employer, etc, is not sufficient.
Acceptable Reasons
a) Valid medical, compassionate and serious unforeseen personal events that prevent a student from meeting scheduled assessment deadlines;
b) Validated conflicts between scheduled assessments and sporting, cultural or other activities at a national or international level, so long as the conflicts are raised well in advance with the Subject Coordinator; or
c) Reasons associated with employment are acceptable only in exceptional circumstances.

Supplementary Examinations
a) The decision to accept or reject an application for special consideration in each subject is made by the Head of School or a member of the academic staff of the School designated by the Head.
b) The decision whether or not to grant a supplementary examination is usually made within seven days of receiving the application and the student advised in writing by the Academic Registrar's Division as soon as possible.
c) Supplementary final examinations may only be permitted in extenuating circumstances such as in the event of a verified illness beyond the student’s control or for religious reasons. A supplementary exam is NOT provided automatically. Reasons such as sleeping in, misreading timetables, work commitments, last subject required to complete a course, etc are not acceptable.
d) Supplementary exams can take any form that is appropriate in the circumstances. However, students will be informed in advance concerning the method of assessment to be used, particularly if there is any change to the format announced at the start of the subject or from that used in the standard examination. This information will be conveyed to the student in writing.
e) Students must be available to sit for a supplementary examination at any time immediately following the application (provided that five working days notice has been given).
f) Situations where students are unable to sit the supplementary examination will be considered individually but normally another supplementary examination will not be provided. Other action such as support for discontinued rather than fail will be considered if appropriate.

Student Responsibilities
It is the responsibility of each student who applies for a supplementary examination:
a) to submit requests for supplementary exams within the required time frame,
b) to notify disability services of any reasonable accommodation requirements,
c) to notify the School if they cannot attend the designated supplementary examination dates.

STUDENT ACADEMIC GRIEVANCE POLICY
The Faculty of Commerce aims to provide a fair, equitable and productive learning environment for all its students. The Student Academic Grievance Policy seeks to support the achievement of this goal by providing a transparent and consistent process for resolving student academic grievances. Any student who has a grievance over a result should obtain a Faculty of Commerce Appeal of Assessment Form from the Schools or the Sub-Dean’s Unit. The student has TWENTY ONE (21) DAYS after the release of the examination results to complete this form. The student should firstly take the form to the marker/lecturer to discuss the matter and, if the student is still not satisfied, s/he should take the next step as outlined on the form. Once the grievance has been considered by the Faculty, if the student still feels the situation has not been fully resolved s/he may consult the Dean of Students. However, the Dean of Students can have no input into the academic judgement of the lecturer and can only review the grievance to ensure proper procedure has been followed.
For more information, please consult the policy in full at http://www.uow.edu.au/handbook/courserules/studacgrievpol.html

REASSESSMENT OF MARK/GRADE
If you feel that the mark or grade you have been awarded for a subject is not indicative of your performance or that there may have been an error in determining your mark or grade, you should complete a Faculty of Commerce Appeal of Assessment Results form NO LATER THAN TWENTY ONE (21) DAYS after the release of the examination results to complete this form. The student should firstly take the form to the marker/lecturer to discuss the matter and, if the student is still not satisfied, s/he should take the next step as outlined on the form. Once the grievance has been considered by the Faculty, if the student still feels the situation has not been fully resolved s/he may consult the Dean of Students. However, the Dean of Students can have no input into the academic judgement of the lecturer and can only review the grievance to ensure proper procedure has been followed.

SCHOOL MARKING POLICY
It is the policy of the School of Management and Marketing that marks awarded for any assignment, any part of an assignment or examination during the semester may be subject to moderation or scaling at the end of the semester. Where moderation or scaling takes place, it will follow a detailed consideration of the student’s marks.

IMPORTANT INFORMATION THROUGHOUT SESSION
Students may be contacted throughout the Session via email with important information relating to this subject. All official university emails are sent to University of Wollongong webmail addresses. Students who choose not to use University of Wollongong Webmail should forward mail sent to that account to an email address of their choice.

Forwarding University Email to Personal Account
It’s a simple process and takes 5 minutes:
1. Access Webmail
2. Click ‘Manage mail’
3. Click ‘Mail forwarding’
4. Fill in the details and click ‘Add Forward’

This process needs to be completed again only if you change your private email address. Students should regularly check their email or WebCT site associated with the subject with regard to receiving important notices and students should clear their inbox on a regular basis to avoid missing mail.
A SUMMARY OF THE HARVARD SYSTEM OF REFERENCING

Why do you need to reference?
At University it is necessary to acknowledge the sources of information and ideas that you have incorporated in your assignments. Failure to do this thoroughly may result in accusations of plagiarism: this is the academic equivalent of stealing (because by not acknowledging someone else’s work, you are parading it as your own). Plagiarism is taken very seriously by the University and may result in expulsion from the University.

Referencing is not only about acknowledging other people’s work: accurate referencing and lists of references are beneficial when researching a topic as they allow the reader to follow up information and read further into the area. In a sense, references provide readers with clues to help them explore different avenues of a topic. This aspect of referencing will become more valuable to you as you progress in your studies.

There is a correct procedure that must be followed when referencing and using footnotes. Not complying with these set techniques and format will most likely result in loss of marks.

With citation there is no one commonly accepted form BUT you must be consistent within the same essay or document. When writing an essay it is easiest to reference as you go, making sure you are writing down all relevant information. This will save hours trying to find the source again in the library.

The Harvard System
The Harvard System makes use of short references within the body of the text. It is supplemented by a detailed list of references at the end of the text which provides all the information necessary to find the source material. In-text references include the author and year of publication, and where necessary the page number(s). For example:

Owners of a firm are regarded as external parties (Martin 1988, p.7)

You will see variations on how the information in brackets is presented. For example, the ‘p.’ for page is often omitted, and preceded by a colon, that is: (Martin 1988: 7). The first example follows the guidelines set out in the Style Manual for Authors, Editors and Printers, 5th edn, 1995, p.149. The important thing to remember is to be consistent in your punctuation format, and to check with your lecturer as to his or her preference.

The brief in-text references must be supplemented by a detailed list of references at the end of your assignment. Sources are listed alphabetically by the surname of the author. The format is as follows:


The above format follows that specified by the 1995 edition of the Style Manual. Expect to find variations in the placing of commas, brackets around the year of publication, and order of place of publication and the publisher’s name. Regardless of these minor differences in format, the minimum information for each reference entry is:

* the name of the author(s), (Martin C.)
* year of publication, (1988)
* edition of the book if it is a reprint, (2nd edn)
* title of the book in italics, (An Introduction to Accounting) - In the case of hand written assignments, underline the title.
* publisher’s name and place of publication, (McGraw-Hill, Sydney)

For journal entries the format is as follows:


For journal entries the minimum information is:

* the author’s name, (Boer, G.,)
* the year of publication, (1984)
* the title of the publication enclosed within single quotation marks, (‘Solutions in search of a problem: The case of budget variance investigation models’)
* the title of the journal in italics, (Journal of Accounting Literature)
* the volume number or month or publication, (Vol. 3)
* the page numbers of the article, (pp.47-69)

How do you quote someone?
The material you cite in your assignment might be a paraphrase from someone else’s work, or a direct quote. In the case of direct quotation there are a number of conventions you need to observe. Firstly, the words of the original should be copied exactly, and placed within double inverted commas. For example:

Thus, if this statement is to be included in the annual reports it will “enhance the awareness, comprehension and acceptance of value added by workers” (Morley, 1978, p.21).

The second convention to observe is the placing of square brackets around words that are not in the original quote but are necessary to the sentence to aid clarity. For example, in the above example from a student’s essay, the reader won’t know what this statement refers to. An informative quote from the student assignment would therefore be:

Thus, if [a Value Added Statement] is to be included in the annual reports it will “enhance the awareness, comprehension and acceptance of value added by workers” (Morley, 1978, p.21).

The other two conventions related to quoting which are necessary to observe are (i) the use of ellipsis marks (...) to show that some part of the quote has been omitted, and (ii) indentation of quotes that are longer than three lines. As longer quotes are offset from the main text and indented, it is not necessary to place them in quotation marks. Indented quotations are often written in a smaller point. For example:

Many small businesses are owned by one person. No particular legal formalities are required to commence operations, although it is common practice to set up a business bank account and operate under a business name, which must, in certain circumstances, be registered. Amounts contributed to the business by the owner are called capital.

This section on referencing has been very brief, and no doubt it will not answer all your referencing questions. Keep in mind that every article you read for your subject will incorporate references. Use these articles as a resource to assist you in improving your referencing by taking note of how the author incorporates the reference into the text in terms of the mechanics (colons, brackets, order of information etc.), and more importantly when you need to include a reference.

For a complete account of referencing guidelines see the Australian Government Publishing Service Style Manual for Authors, Editors and Printers, 5th edn, 1995.

For help in essay and report writing, see Woodward-Kron, R. 1996, Writing in Commerce, University of Newcastle, Newcastle. This is a clear and concise book providing direction for students who are beginning to write essays at University.
CITATION OF ELECTRONIC SOURCES

The basic component of the reference citation is:

Author’s Last name, Author’s First name. “Title of Document.” Title of Complete Work (if applicable). Version or File Number, if applicable. Document date or date of last revision (if different from access date). Protocol and address, access path or directories (date of access).

The following provide specific examples, using the format above. Please bear in mind, however, that, like the Internet itself, the information sources are in a constant state of flux and, therefore, this work will also need to change as the sites themselves proliferate to the new era of electronic print.

FTP (File Transfer Protocol) sites
To cite files available for downloading via ftp, give the author’s name (if known, the full title of the paper in quotation marks, the document date if known and if different from the date accessed, and the address of the ftp site along with the full path to follow to find the paper, and the date of access).


WWW (World Wide Web) sites
Available via Lynx, Netscape, other web browsers
To cite files available for viewing/downloading via the World Wide Web, give the author’s name (if known), the full title of the work in quotation marks, the title of the complete work if applicable in italics, the document date if known and if different from the date accessed, the full http address, and the date of visit.


Telnet sites
Sites and files available via the telnet protocol
List the author’s name or alias (if known), the title of the work (if shown) in quotation marks, the title of the full work if applicable in italics, the document date if known and if different from the date accessed, and the complete telnet address, along with directions to access the publication, along with the date of visit.


Synchronous communications (MOOs, MUDs, IRC, etc.)
Give the name of the speaker(s) and type of communication (i.e., Personal Interview), the address if applicable and the date in parentheses.


GOPHER sites
Information available via gopher search protocols
For information found using gopher search protocols, list the author’s name (if known), the title of the paper in quotation marks, the date of publication if known and if different from the date accessed, any print publication information, and the gopher search path followed to access the information, including the date that the file was accessed.


Email, Listserv and Newsgroup citations
Give the author’s name or alias (if known), the subject line from the posting in quotation marks, the date of the message if different from the date accessed, and the address of the listserv or newsgroup, along with the date of access in parentheses. For personal e-mail listings, omit the e-mail address.


Further reference