SCHOOL OF MANAGEMENT AND MARKETING

MARK356
Creating and Marketing New Products

SUBJECT OUTLINE
Wollongong Campus
Autumn 2006

6 Credit Points

MONDAY 12.30 - 1430
Lecture Theatre 38.G01

SUBJECT COORDINATOR : Elais Kyriazis
                      Janette Rowland
TELEPHONE          : 42214821
                     4221 3729
EMAIL              : elias_kyriazis@uow.edu.au
                     janetter@uow.edu.au
OFFICE            : 40.111
                     19.1044
CONSULTATION TIMES: Monday 10.30 to 12.30
                     Monday 9.30 to 11.30
                     Tuesday 9.30 to 11.30
                     Friday 11.30 to 13.30

NB: ALL other times STRICTLY by appointment.
Subject Description

New Product Marketing covers issues relating to the development and marketing of new products. Topics include: the role of new products in the success of organisations, the new product development process, marketing mix issues concerned with new products, organisation and management of new product development processes, defusion of new products, new service development functions of product managers.

Subject Objectives

On successful completion of this subject, the student should:

1. Explain the Various stages of the NPD Process through from concepts generation to product launch.
2. Explain the purpose and use of the various qualitative and quantitative methods associated with idea generation, concepts testing, sales forecasting, product testing and market testing.
3. Develop a new product marketing strategy.
4. Demonstrate an understanding of the critical factors that can lead to the success or failure of a new product.

Tertiary Literacies

In the achievement of these learning objectives, the following tertiary literacies are regarded as central to the subject:

1. Academic literacy - skills in reading, critical analysis, listening, writing and presenting orally;
2. Information literacy - the capacity to recognise when information is needed and the capacity to locate, evaluate, and effectively use required information;
3. Computer literacy - the ability to effectively use computer devices and associated peripherals and generic software to find, store, retrieve and manipulate data.
4. Professional practices - the transfer and application of knowledge, values, attitudes and skills gained from university study to work and life settings including the management of a professional career.

Required Texts


Recommended Reading


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

Journals and Newspapers

Other contributions to the study of new product marketing appear in such journals as:

Journal of Product Innovation Management

European Journal of innovation Management

Journal of Marketing

Research Technology Management
SECTION A: General Information

Lecture Times

Lectures will be held on Monday 12.30 to 14.30 Building 38, Room G01.

Lecture Program

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics Covered</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20/02/06</td>
<td>Course Overview &amp; Introduction: Why are new products important for a firm and what is a ‘new product’ anyway?</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>27/02/06</td>
<td>The NPD Process: ‘A 5 easy step guide!’</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>06/03/06</td>
<td>Opportunity Identification and Strategic Planning</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>13/03/06</td>
<td>Concept Generation 1 – Ideation: Where do the “ideas” come from?</td>
<td>4, 5</td>
</tr>
<tr>
<td>5</td>
<td>20/03/06</td>
<td>Concept Generation 2 – Attribute Analysis Techniques</td>
<td>6, 7</td>
</tr>
<tr>
<td>6</td>
<td>27/03/06</td>
<td>Concept Evaluation System &amp; Concept Testing</td>
<td>8, 9</td>
</tr>
<tr>
<td>7</td>
<td>03/04/06</td>
<td>MIDSESSION EXAM 38.G01 Mon 12.30 - 2.30</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10/04/06</td>
<td>Sales Forecasting &amp; Financial Analysis Product Protocol: Defining the product and what it needs to deliver!</td>
<td>11, 12</td>
</tr>
<tr>
<td></td>
<td>17/04/06</td>
<td>Mid-Session recess – 1 week</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>24/04/06</td>
<td>Reading Week, no classes</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>01/05/06</td>
<td>Design &amp; Product Use Testing</td>
<td>13, 15</td>
</tr>
<tr>
<td>11</td>
<td>08/05/06</td>
<td>Strategic Launch Planning Implementation of the Strategic Plan</td>
<td>16, 17</td>
</tr>
<tr>
<td>12</td>
<td>15/05/06</td>
<td>Market Testing GROUP ASSIGNMENT REPORT COMPONENT DUE in TUTORIALS</td>
<td>18</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>--------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22/05/06</td>
<td>Launch Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Special Topic:</strong> Current Issues in New</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Course Review</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29/05/06</td>
<td>Study recess – 1 week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/06/06</td>
<td>Examinations until 16/06/06</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This schedule may be subject to change.
## Tutorial Schedule

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Tutorial questions and activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20/02/06</td>
<td>No formal tutorials. Subject coordinator and tutor(s) will be available for consultation</td>
</tr>
<tr>
<td>2</td>
<td>27/02/06</td>
<td><strong>Choosing a group</strong>&lt;br&gt;Matching product/service with company profile and strategic direction. Does it fit?&lt;br&gt;<strong>Journal Article:</strong> Success Factors of New Product Development: A Review of the Empirical literature&lt;br&gt;<strong>Author(s):</strong> Holger Ernst&lt;br&gt;<strong>Journal:</strong> International Journal of Management Reviews, Vol 4, Issue 1, p1-40.</td>
</tr>
<tr>
<td>3</td>
<td>06/03/06</td>
<td>Brainstorming a new product concept from a market problem/need. <strong>Journal Article:</strong> Personality, attitude, and leader influences on divergent thinking and creativity in organizations&lt;br&gt;<strong>Author(s):</strong> Scott David Williams <strong>Journal:</strong> European Journal of Innovation Management&lt;br&gt;<strong>Year:</strong> 2004 <strong>Volume:</strong> 7 <strong>Number:</strong> 3 <strong>Page:</strong> 187 -- 204</td>
</tr>
<tr>
<td>4</td>
<td>13/03/06</td>
<td>Assignment Workshop: Is there a Market Need?&lt;br&gt;Concept Testing and carrying out the research?&lt;br&gt;<strong>Journal Article:</strong> Consumer adoption of technological innovations&lt;br&gt;<strong>Author(s):</strong> Maria Saaksjarvi&lt;br&gt;<strong>Journal:</strong> European Journal of Innovation Management <strong>Year:</strong> 2003 <strong>Volume:</strong> 6 <strong>Number:</strong> 2 <strong>Page:</strong> 90 – 100</td>
</tr>
<tr>
<td>5</td>
<td>20/03/06</td>
<td><strong>Group Presentation No 1 (Week 1)</strong></td>
</tr>
<tr>
<td>6</td>
<td>27/03/06</td>
<td><strong>Group Presentation No 1 (Week 2)</strong></td>
</tr>
<tr>
<td>7</td>
<td>03/04/06</td>
<td><strong>NO TUTORIAL – MID SESSION EXAM</strong></td>
</tr>
<tr>
<td>8</td>
<td>10/04/06</td>
<td>Forecasting Issues&lt;br&gt;<strong>Journal Article:</strong> An exploratory investigation of new product forecasting practices&lt;br&gt;<strong>Author:</strong> Kahn, K&lt;br&gt;2002, Journal of Product Innovation Management, 19, p133 – 143.</td>
</tr>
<tr>
<td>9</td>
<td>17/04/06</td>
<td><strong>Mid-Session recess – 1 week</strong></td>
</tr>
<tr>
<td>10</td>
<td>24/04/06</td>
<td><strong>Reading Week, no classes</strong></td>
</tr>
<tr>
<td>11</td>
<td>01/05/06</td>
<td><strong>Group Presentation No 2 (Week 1)</strong></td>
</tr>
<tr>
<td></td>
<td>08/05/06</td>
<td><strong>Group Presentation No 2 (Week 2)</strong></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Details</td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>15/06</td>
<td><strong>GROUP PROJECT DUE IN TUTORIAL</strong></td>
<td>Evaluating the effectiveness of your group/team</td>
</tr>
</tbody>
</table>
| 22/06  | **Subject Review – Exam Practice**         | **Journal Article:** Integrating R&D and marketing: A Review and Analysis of the literature  
**Authors:** Griffin, Abbie and Hauser, J.R  
| 29/06  | **Study recess – 1 week**                  |                                                                         |
| 05/06  | **Examinations until 16/06/06**            |                                                                         |

This schedule may be subject to change.
## SECTION B: Assessment

<table>
<thead>
<tr>
<th>Assessment 1</th>
<th>Mid-session Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Chapters 1 - 9</td>
</tr>
<tr>
<td>Marking criteria</td>
<td>The exam is Short Essay format. The exam will cover all material covered in the lectures prior to the exam.</td>
</tr>
<tr>
<td>Length</td>
<td>1hr 50 mins</td>
</tr>
<tr>
<td>Weighting</td>
<td>30%</td>
</tr>
<tr>
<td>Due date</td>
<td>In week 7, Monday 3rd April 2006</td>
</tr>
<tr>
<td>Category of assignment</td>
<td>This is a Category 3 Individual Assignment (see definitions below).</td>
</tr>
<tr>
<td>Where assignment is to be submitted and returned</td>
<td>In the lecture room 38.G01 on 3rd April 2006</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment 2</th>
<th>Title: New Product Development Team Project (group work)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Creating a New Product</td>
</tr>
<tr>
<td>Marking criteria</td>
<td>See Appendix 1</td>
</tr>
<tr>
<td>Length</td>
<td>See Appendix 1</td>
</tr>
<tr>
<td>Weighting</td>
<td>30%</td>
</tr>
<tr>
<td>Due date</td>
<td>In your Week 12 Tutorial (See Appendix 1)</td>
</tr>
<tr>
<td>Category of assignment</td>
<td>This is a Category 2 Group Assignment (see definitions below).</td>
</tr>
<tr>
<td>Where assignment is to be submitted and returned</td>
<td>In your week 13 Tutorial</td>
</tr>
</tbody>
</table>
Examinations

<table>
<thead>
<tr>
<th>Final Examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting</td>
</tr>
<tr>
<td>Date</td>
</tr>
<tr>
<td>Time allowed</td>
</tr>
<tr>
<td>Structure of paper</td>
</tr>
</tbody>
</table>

NOTE: The examination format cannot be changed from that stated above without the written consent of all students enrolled in this subject.
APPENDIX

Assignment 1

Group Assignment

Key point: Common to the NPD process in most large organisations is the adoption of a team-based approach to the task. This assignment is designed to echo that process and alert students, in a practical fashion, to the issues associated developing a new product as well as issues associated with team management. This project involves subject participants working in small groups.

New Product Plan (30%)

These are to be done in groups of 4. There will be (2) two group presentations and (1) one written report. Late work will be penalised in accordance with School policy. Failure to submit a new product plan will lead to automatic failure of the subject. All late new product plans must be submitted within 14 days of the due date or fail the subject automatically.

There are 3 parts to the assessment:

Part 1: Presentation in tutorial class by 2 members of the group (10-15 mins)
   Worth 10 marks

Part 2: Presentation in tutorial class by the OTHER 2 members of the group (10-15 mins)
   Worth 10 marks

   Due Date: Submitted in your tutorial Week 12, 2005
   Worth 10 marks

Group Project Total: 30 marks

Specific task:

During the session you will present your progress to your tutorial class on 2 occasions (Presentation 1 & 2). Each presentation is worth 10 marks. In Week 12 each group will submit a New Product Plan Report worth 10 marks. The project is worth 30 marks in total.

Topics included in the presentations are:

The group is to submit a new product protocol on a “new” product or service. This is to be a “hypothetical” new product – not in existence at the moment. It can be any industry sector e.g., food, electronics, finance, auto industry etc.
Specifically the new product protocol is to address the key issues of:

- The idea generation process used
- The idea screening decision the group made
- The concept generation process
- The development of a concept
- Clear identification of the desired target market and importantly the **sales potential** of the product i.e., **sales forecasts and adoption rates**.
- Product positioning
- Product attributes
- Augmentation Dimensions

In all cases you must gain approval for the product chosen from your tutor or lecturer prior to commencing the group project.

Rules regarding this Group Assignment:

- Students should use the text as a guideline
- This is a 4 person assignment. Group members must be from the same tutorial class.
- The mark awarded will be the GROUP grade. It is your responsibility to ensure that your group functions effectively. However, there will be **PEER EVALUATION** available to students EVERY week of the group assignment who feel that their group members are not contributing effectively during the project. The lecturer will then apply the peer evaluation to the group mark of the non-contributing group member. Splitting up the various sections of the report between group members is a very ineffective way of doing this assignment. It should have input from all members as you complete it.

Parts 1 and 2: Requirements for Group Presentations:

There will be a Tutorial Workshop in Week 4 specifically addressing the issue of material to be presented in these 2 presentations.

Each group will be required to present specified work to their tutorial class on 2 separate occasions. In Presentation 1, only 2 group members are expected to present, in Presentation 2, the remaining group members will present.

**Please note:** To be fair, groups which present in the **first** week of group presentations will then give their second presentation in the **second** week of the next round of presentations.

1. Title page, student name, student no., date, subject code, lecturer.
2. You are to include/do:
   - Departmental Assignment Cover Sheet
   - Appropriately bound and professionally presented.
   - An executive summary
   - Title page
   - Table of contents
   - Reference page - with a detailed list of references (must include list of all references to materials used (i.e., websites, databases, government publications, industry reports, journal articles, books). Use the Harvard referencing system – see attached pages.
   - Relevant appendices
   - Relevant tables, graphs, charts, etc
   - A maximum of 10 pages (1.5 line spacing Font 12, margins of 2.5cm all around, Times New Roman) as the main body of the assignment. Appendices are not part of these 10 pages.
   - No handwritten work will be accepted.
## SECTION C: Rules, Codes of Practice & Policies

### C1 University Policies

Information on the following University Policies can be found at the websites below:

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical objection by students to the use of animal &amp; animal products in coursework subjects</td>
<td><a href="http://www.uow.edu.au/about/policy/ethicalobjectionanimals.html">http://www.uow.edu.au/about/policy/ethicalobjectionanimals.html</a></td>
</tr>
<tr>
<td>Non Discriminatory Language – practice and presentation*</td>
<td><a href="http://staff.uow.edu.au/eed/nondiscrimlanguage.html">http://staff.uow.edu.au/eed/nondiscrimlanguage.html</a></td>
</tr>
</tbody>
</table>

* see brief explanation of policy below.

### C1.1 Non-discriminatory Language

The Faculty of Commerce supports the University’s policy on the use of non-discriminatory language. It is the responsibility of students to ensure that they understand and abide by this policy. The policy is available at:

http://staff.uow.edu.au/eeo/nondiscrimlanguage.html
C1.2 Attendance Requirements

This is a six credit-point subject. You should note that each credit point has an implied minimum workload of two hours per week (this include class attendance).

C1.3 Performance Level

In line with University grading regulations, the grades of performance in this subject are as follows:

Grades of performance for 100, 200, 300 and 400 level subjects

The approved grades of performance and associated ranges of marks for 100, 200, 300 and 400 level subjects are as follows:

Satisfactory completion:

High Distinction ......................................85% to 100%
Distinction .............................................75% to 84%
Credit ..................................................65% to 74%
Pass .....................................................50% to 64%
Pass Restricted (for 100 & ...............45% to 49%
200 Level subjects only) or
Pass Conceded

Unsatisfactory completion:

Fail ......................................................0% to 44%

Grades of performance for 800 and 900 level subjects

The approved grades of performance and associated ranges of marks for 800 and 900 level subjects (except for research subjects) are as follows:

Satisfactory completion:

High Distinction ......................................85% to 100%
Distinction .............................................75% to 84%
Credit ..................................................65% to 74%
Pass .....................................................50% to 64%

Unsatisfactory completion:

Fail ......................................................0% to 49%

To be eligible to pass this subject, students must achieve at least 45% on the final examination.

C1.4 Assignment Categories

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 formation 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 Assignments: 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.

C1.5 Scaling

It is the policy of the School of Management & 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.

C1.6 Special Consideration Policy

The Faculty of Commerce recognises that it has a responsibility to ensure equity and consistency across its subjects for all students. Sometimes, in exceptional circumstances, students need to apply for special consideration in order to complete all assessable work.

The University applies strict criteria to the granting of special consideration. Before applying for special consideration students should carefully read the University’s policy. The policy can be found at:


C1.7 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


C1.8 Online Learning

A WebCT Vista site has been set up for this subject which can be accessed through the following URL: http://www.uow.edu.au/student/e-learning. Students must have a Unix account and a password to use this Online Learning resource. [Delete if not applicable]

C1.9 Submitting 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.

Assessed work must be handed in by the date and time given. Assessed work handed in late may be penalised by the deduction of 10% of the mark received for the assignment 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.

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.

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) notwithstanding.

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

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.

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

Assessment tasks which are relevant to the final examination for the subject will be marked and available for collection prior to the study week before the final examination.

A Faculty of Commerce assignment cover sheet must be attached to each piece of written assessment. This cover sheet can be obtained from the website:


C1.10 Participation/Contribution to tutorials

Students can fail the subject unless they attend 75% of tutorials in the subject. Attendance will be formally recorded by the tutor/lecturer. This 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.
C2 Faxing Assessment Work

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

C2.1 Plagiarism

Plagiarism means using the ideas of someone else without giving them proper credit. For example, that someone else may be an author, critic, journalist, artist, composer, lecturer, tutor or another student. Unintentional plagiarism can result if you don’t understand and use the acceptable scholarly methods of acknowledgement. Whether plagiarism is deliberate or unintentional, the University may impose penalties, which can be very severe. When it is desirable, or necessary, to use other people's material, take care to include appropriate references and attribution. Plagiarism will not be tolerated and has led to expulsion from the University.

Students should visit the following University website and become familiar with the University’s policy on Plagiarism.


C2.2 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 presenting 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. 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.

C2.3 The Harvard System of Referencing

The Faculty of Commerce uses the Harvard system of referencing. This 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).

It is the responsibility of students to ensure that they are familiar with the Harvard system of referencing and that they use it accurately in all written work submitted.

Students should consult the following University Library website for a detailed explanation and examples of the Harvard system of referencing.

C2.4 Citation of Electronic Sources

It is necessary for students to reference all sources used in their written work, including file transfer protocol sites, worldwide web sites, telnet sites, synchronous communications (MOOs, MUDs, IRC, etc.) Gopher sites, and email, Listserv and Newsgroup citations.

*It is the responsibility of students to ensure that they are familiar with the accepted Faculty of Commerce practice for referencing electronic material and that they use it accurately in all written work submitted.*

Students should consult the following University Library website for a detailed explanation and examples of how to reference electronic material.


C2.5 Support Services and Facilities

Learning Resource Centre

Learning Development offers a range of free services to all enrolled students who wish to improve their academic or English language skills. There are a range of workshops available including; essay writing and editing; reading for assignments; grammar; presentation skills; pronunciation and exam preparation.

For information on language and academic skills workshops, or to make appointments for consultations, please visit the Learning Resource Centre (LRC), Building 19, Ground Floor, Room G102, or Phone 02 4221 3977. For further information visit the website:


C2.6 Faculty Librarians

Each faculty has a Faculty Librarian who is available to help with research related enquiries. Research Help Desk staff are also available in the Library to assist with research needs.

The Faculty Librarians for Commerce can be contacted as follows:

email: lib_commerce@uow.edu.au
telephone: 42 213078

C2.7 Disability Liaison Officer

The Disability Liaison Officer (DLO) can provide advice on how particular disabilities affect university study and information on resources available at the University for assisting students with disabilities. Students commencing courses are advised to contact the Disability Liaison Officer prior to the beginning of their first session of study.

For further information on services offered, consult the Disability Services website or contact the office.

web address: http://www.uow.edu.au/student/services/ds/
telephone: 42 213445
fax: 42 215667
C2.8  Faculty Disability Advisers

Faculty Disability Advisers are academic staff who provide assistance and support to students with disabilities within their Faculty and act as an intermediary between the student and the Faculty's academic and general staff. They provide support, educational advice and referral to appropriate staff on issues related to teaching and learning within the Faculty and the University. Students are advised to communicate specific information about the ways in which their disability affects learning to the Faculty Disability Adviser as soon as possible after enrolment.

The Faculty of Commerce Disability Adviser is Mr. Ron Perrin. Mr Perrin can be contacted as follows:

Office location: Building 40, room 224
email address: ron_perrin@uow.edu.au
telephone: 42 214118

C2.9  Woolyungah Indigenous Centre

Woolyungah Indigenous Centre (WIC) provides academic and personal support for Aboriginal & Torres Strait Islander and other indigenous students. The Centre also runs an Indigenous Specific Orientation Program for students who gain entry to the University through the alternative admissions program.

For further information on services offered, consult the Aboriginal Education Centre website or contact the office.

Centre location: Building 30
web address: http://www.uow.edu.au/aec/
telephone: 42 213563
fax: 42 214244