



## **CIEE Global Institute – Sydney**

<b>Course name:</b>	Principles of Marketing
<b>Course number:</b>	(GI) MKTG 2002 SYAU
<b>Programs offering course:</b>	Open Campus Block
<b>Open Campus Track:</b>	Business
<b>Language of instruction:</b>	English
<b>U.S. semester credits:</b>	3
<b>Contact hours:</b>	45
<b>Term:</b>	Spring 2020

### **Course Description**

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, include external environment, marketing research, international/global marketing with relevance to social media, cultural diversity and ethics. Ideally, students will come away from this course with both a critical and creative perspective of strategic marketing, and will be able to apply their knowledge in realistic settings.

### **Learning Objectives**

By completing this course, students will:

- Demonstrate a critical appreciation of both the opportunities and challenges associated with the increasing globalization of markets.
- Analyze the impact of cultural, social, political and economic factors on marketing strategies and determine when to use different market entry and penetration strategies.



- Enhance their understanding of the scope, risks and rewards facing organizations attempting to establish and maintain global competitiveness.
- Analyze the challenges of building and maintaining a marketing strategy in a rapidly changing macro-environment.

### **Course Prerequisites**

Prior coursework in the principles of business strategy, macroeconomics and microeconomics is encouraged as the course builds upon these fundamentals.

### **Methods of Instruction**

This will be a very interactive course, comprising introductory lectures supported by multimedia presentations, small-group and plenum discussions, and presentations of case analyses by students. Students are expected to read the assigned texts diligently as these readings constitute the foundation around which the other elements of class sessions are built.

### **Assessment and Final Grade**

1. Short Topic Statements	20%
2. Concept Presentation	15%
3. Case Study Presentation	15%
4. Unit Review	30%
5. Participation	20%
TOTAL:	100%

### **Course Requirements**

#### **Short Topic Statements**



Students will be asked to submit via Canvas four succinct statements on “topics” identified by the instructor. The topics will be key concepts and ideas discussed in readings or lectures. Students will define the topic, with reference to literature, critically evaluate it, and identify potential applications as well as limitations.

### **Concept Presentation**

Students will need to identify a marketing concept from the material covered in class and present the basic theoretical framework and application of the concept. In addition to defining and explaining the concept, the presenter must assess the validity and potential limitations of the concept. The presentation must not exceed 7 minutes with an additional 3 minutes allocated for questions and discussion.

### **Case Study Presentation**

Students will identify a case study of a marketing success or failure from literature or news reporting sources. The presentation of the case study should briefly recount the circumstances of the case study, and then devote the bulk of the presentation to analyzing the marketing approach used by the company and the factors that led to its success or failure. The presentation must not exceed 7 minutes with an additional 3 minutes allocated for questions and discussion.

### **Unit Review**

The final assessment will consist of a unit review containing ten multiple-choice questions, five short-answer questions, one essay question and a longer case study. It will cover each of the key topics discussed in the course. Written responses will be graded on overall quality (e.g., ideas, clarity, reasoning, writing quality).

### **Participation**

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have



engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

### **Attendance Policy**

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:



<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; <b>written warning</b>
More than 20%	3 content classes, or 5 language classes	Automatic <b>course failure</b> , and possible expulsion

### **Weekly Schedule**

Please note this schedule is subject to change if opportunities arise to enhance the curriculum.

#### **Week 1      Orientation Week**

##### **Class 1:1      Managing Profitable Customer Relationships**

The opening session will introduce students to key terms, course goals, and requirements. Students will review the core concepts of marketing with examples from Australian companies such as Foxtel, Telstra and NAB.



**Textbook:**

Kotler, P. (2009). Chapter 1 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**

Coltman, T. & Devinney, T. (2004). Customer Relationship Success Report 2004, Centre for Corporate Change, Australian Graduate School of Management, 31p.

Getting down to business: local banks seek to grow their business customer base as foreign banks retreat from the Australian market. (2009, February). *Australian Banking & Finance*, 1(1), 8.

Lewis, P. (2006). NAB profits from patience with CRM technology. *Australian Banking & Finance*, 15(13), 10.

**Week 2**

Class 2:1 **Developing Company and Marketing Strategies**

**The Marketing Environment**

Students will analyze the current trends in the marketing environment generally, and especially in Australia.

**Textbook:**

Kotler, P. (2009). Chapter 3 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**

Mitchell, V. (2018, December 13). Predictions: 9 digital marketing trends for 2019. CMO. IDG Communications. Retrieved from <https://www.cmo.com.au/article/650687/predictions-9-digital-marketing-trends-2019/>

Stickel, A. I. (2007, June). Marketing trends from Down Under: with account executives and more business development, Australian marketers are honing their message. *Strategies: The Journal of Legal Marketing*, 9(5).

Tech Consultants. (2018, August 1). 5 Marketing strategies of successful Australian businesses. Retrieved from <https://techconsultants.com.au/en/5-marketing-strategies-of-successful-australian-businesses/>

Class 2:2      **Managing Marketing Information**

**Macro-environmental Influences on Marketing**

Students will use the PESTEL framework to analyze the current trends in the marketing environment for a multinational company of their choice.

**Textbook:**

Kotler, P. (2009). Chapter 4 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

Class 2:3      **Marketing Research**

With one classmate or individually, students will analyze the marketing strategy of a major company and one of its main competitors. The analysis will compare and contrast strategies and provide some recommendations.

**Textbook:**

Kotler, P. (2009). Chapter 2 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Concept Presentation Due**



### **Week 3**

#### **Class 3:1      Creating Value for Target Customers Marketing Ethics**

Students will analyze marketing-related ethical dilemmas. Students will analyze how companies like Myer and Gloria Jeans create value for their target customers in Australia.

***Textbook:***

Kotler, P. (2009). Chapter 7 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

***Readings:***

Ambrosi, J. (2013, November 5). The ethics of marketing. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/blog/customer-relations/2013/11/05/ethics-marketing/>

Cameron, N. (2015, September 1). Myer targets customers through digital and data in \$600m transformation agenda. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/article/583549/myer-gets-know-target-customers-600m-transformation-agenda/>

#### **Class 3:2      Consumer Markets Video Analysis: Digital Marketing**

Students will analyze some diverse consumer markets around the world, and some digital marketing campaigns in Australia and beyond from companies such as Volkswagen and McDonalds.

***Textbook:***

Kotler, P. (2009). Chapter 5 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.



**Readings:**

Sangster, J. (2017, August 17). Why we need diversity in marketing. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/blog/data-driven-marketing/2017/08/01/why-we-need-diversity-in-marketing/>

Spearritt, K. (2018, August 1). Diversity matters to Australia's media and marketing industry. *AdNews*. Yaffa Media. Retrieved from <http://www.adnews.com.au/opinion/diversity-matters-to-australia-s-media-and-marketing-industry#ObdQL6pdtILkJeAx.99>

Class 3:3 **Business Markets**

**Distribution Agreements in Australia**

In the first part, students will analyze some business market characteristics around the world. The second part deals with common issues with distribution agreements in Australia.

**Textbook:**

Kotler, P. (2009). Chapter 6 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**

DiCenso, O. (2016, January 29). What You Should Know About Doing Business In Australia. *Articles*. We Connect Fashion. Retrieved from <https://www.weconnectfashion.com/articles/what-you-should-know-about-doing-business-in-australia>

Stewart, P. (2016, January 29). Territory-based licensing and distribution agreements – Lessons from Netflix. *News and Useful Information*. Coleman Greig Lawyers. Retrieved from <https://www.colemangrieg.com/News-710-Territory-based-licensing-Lessons-from-Netflix.aspx>

## **Week 4**

### **Class 4:1      Segmentation and Targeting**

#### **Supply Chain Management**

Students will analyze some segmentation methods around the world in the first part of the session. The second part will be devoted to analyzing common issues with supply chain management in Australia.

#### ***Textbook:***

Kotler, P. (2009). Chapter 12 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

#### ***Reading:***

Prajogo, D., & Sohal, A. (2013). Supply chain professionals: A study of competencies, use of technologies, and future challenges. *International Journal of Operations and Production Management*, 33(11-12), 1532-1554.

### **Class 4:2      Branding**

With one classmate or individually, students will describe a new product or service that they think offers a great opportunity in a foreign country of your choice. Compare and contrast strategies.

#### ***Textbook:***

Kotler, P. (2009). Chapter 8 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

#### **Presentation Two Due**

### **Class 4:3      Positioning**

#### **Video Analysis: Creating Content Marketing in Australia**



Students will first analyze some positioning strategies around the world. Subsequently, students will analyze common issues with content marketing strategies in Australia.

**Textbook:**

Kotler, P. (2009). Chapter 11 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Reading:**

Murton Beets, L. (2017, November 15). Beyond the Build – What Content Marketers in Australia Must Do Next. *Content Marketing Institute*. UBM. Retrieved from <https://contentmarketinginstitute.com/2017/11/research-australia-content-marketers/>

**Week 5**

Class 5:1

**Company Visit to Volkswagen Australia**

Volkswagen's successes and challenges in the Australian market will be analyzed, such as their digital marketing campaign called the "People's Car Project" in China and the emissions and air-bag issues. The company visit will include video presentations on the company's history and production, along with information sessions and discussions of Volkswagen's marketing strategies and local challenges and successes.

**Reading:**

Ferreira, F. and Vidigal, F. (2012). People's Car Project, Volkswagen. [online] Behance.net. Available at: <https://www.behance.net/gallery/5945615/Peoples-Car-Project-Volkswagen>



Class 5:2     **The Global Marketplace**  
**Global E-commerce**

Students will analyze some e-commerce trends from around the world. Subsequently, students will analyze common issues with e-commerce in Australia.

**Textbook:**

Kotler, P. (2009). Chapters 19 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**

Terry, J. (2008). Does the Customer Know Best? The Results of a Survey on E-Commerce Development. *Issues in Informing Science & Information Technology*, 5, 197–208.

WebAlive. (2018, January 10), Australia's Ecommerce in 2018: How Amazon Challenges the Retail Industry. *E-commerce*. Web Mascot. Retrieved from <https://www.webalive.com.au/ecommerce-australia-2018/>

Class 5:3     **Pricing Strategies**

Students will analyze some pricing strategies around the world. Subsequently, students will analyze common issues with pricing strategies in Australia.

**Textbook:**

Kotler, P. (2009). Chapters 10 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**

Wells, T. (2018, May 22), Retail Pricing Strategies: Strange Things Happening With Australian Retail Prices. *Blog*. Taylor Wells. Retrieved from <https://taylorwells.com.au/retail-pricing-strategies/>

Wells, T. (2019, January 16), Pricing structure: Price Architecture Redesign Is The Pricing Trend Taking Over Australian Businesses. *Blog*. Taylor Wells. Retrieved from <https://taylorwells.com.au/pricing-structure/>

## **Week 6**

### **Class 6:1      Company Visit to Coca-Cola's factory in Sydney**

Coca-Cola's successes and challenges in the Australian market will be analyzed, such as issues with the No Sugar product launch. Students will view video and company presentations on the company's history, production, position, and marketing strategies.

#### ***Readings:***

Journey Australia Staff. (2018, September 24). Made in Australia: The history of Coca-Cola 'down under'. Coca-Cola Australia. The Coca-Cola Company. Retrieved from <https://www.coca-colajourney.com.au/our-company/coca-cola-australia>

Thomson, J. (2017, July 6), Coca-Cola Amatil's bad news points to bigger problem. *Australian Financial Review*. Fairfax Media. Retrieved from <https://www.afr.com/business/retail/fmcg/cocacola-amatils-bad-news-points-to-bigger-problem-20170706-gx5rvk>

Robertson, A. (2017, June 2), Coca-Cola's profits slide as consumers' tastes change. *ABC News*. Australian Broadcasting Corporation. Retrieved from <https://www.abc.net.au/news/2017-06-02/coca-cola-is-in-decline-as-consumer-tastes-change/8583028>

### **Class 6:2      Corporate Social Responsibility and Public Relations**

#### **Course Review**

Students will analyze common issues with CSR strategies and public relations issues globally, and especially in Australia.



**Textbook:**

Kotler, P. (2009). Chapter 20 in *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**

Benn, S., Todd, L., & Pendleton, R. (2010). Public Relations Leadership in Corporate Social Responsibility. *Journal of Business Ethics*, 96(3), 403-423.

Enjeti, M. (2015, January 5). The good, the generous and the galvanic: Marketing with purpose. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/article/562576/good-generous-galvanic-marketing-purpose/>

Class 6:3      **Unit Review**

**Final Unit Review Assessment**

**Course Materials**

**Textbook**

Kotler, P. (2009). *Principles of marketing: A global perspective*. Singapore; Hong Kong: Pearson Prentice Hall.

**Readings**

Ambrosi, J. (2013, November 5). The ethics of marketing. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/blog/customer-relations/2013/11/05/ethics-marketing/>



- Benn, S., Todd, L., & Pendleton, R. (2010). Public Relations Leadership in Corporate Social Responsibility. *Journal of Business Ethics*, 96(3), 403-423.
- Cameron, N. (2015, September 1). Myer targets customers through digital and data in \$600m transformation agenda. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/article/583549/myer-gets-know-target-customers-600m-transformation-agenda/>
- Coltman, T. & Devinney, T. (2004). Customer Relationship Success Report 2004, Centre for Corporate Change, Australian Graduate School of Management, 31p.
- DiCenso, O. (2016, January 29). What You Should Know About Doing Business In Australia. *Articles*. We Connect Fashion. Retrieved from <https://www.weconnectfashion.com/articles/what-you-should-know-about-doing-business-in-australia>
- Enjeti, M. (2015, January 5). The good, the generous and the galvanic: Marketing with purpose. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/article/562576/good-generous-galvanic-marketing-purpose/>
- Ferreira, F. and Vidigal, F. (2012). People's Car Project, Volkswagen. [online] Behance.net. Available at: <https://www.behance.net/gallery/5945615/Peoples-Car-Project-Volkswagen>
- Getting down to business: local banks seek to grow their business customer base as foreign banks retreat from the Australian market. (2009, February). *Australian Banking & Finance*, 1(1), 8.



- Journey Australia Staff. (2018, September 24) Made in Australia: The history of Coca-Cola 'down under'. *Coca-Cola Australia*. The Coca-Cola Company. Retrieved from <https://www.coca-colajourney.com.au/our-company/coca-cola-australia>
- Lewis, P. (2006). NAB profits from patience with CRM technology. *Australian Banking & Finance*, 15(13), 10.
- Mitchell, V. (2018, December 13). Predictions: 9 digital marketing trends for 2019. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/article/650687/predictions-9-digital-marketing-trends-2019/>
- Murton Beets, L. (2017, November 15). Beyond the Build – What Content Marketers in Australia Must Do Next. Content Marketing Institute. UBM. Retrieved from <https://contentmarketinginstitute.com/2017/11/research-australia-content-marketers/>
- Prajogo, D., & Sohal, A. (2013). Supply chain professionals: A study of competencies, use of technologies, and future challenges. *International Journal of Operations and Production Management*, 33(11-12), 1532-1554.
- Robertson, A. (2017, June 2), Coca-Cola's profits slide as consumers' tastes change. *ABC News*. Australian Broadcasting Corporation. Retrieved from <https://www.abc.net.au/news/2017-06-02/coca-cola-is-in-decline-as-consumer-tastes-change/8583028>
- Sangster, J. (2017, August 17). Why we need diversity in marketing. *CMO*. IDG Communications. Retrieved from <https://www.cmo.com.au/blog/data-driven-marketing/2017/08/01/why-we-need-diversity-in-marketing/>
- Spearritt, K. (2018, August 1). Diversity matters to Australia's media and marketing industry. *AdNews*. Yaffa Media. Retrieved from <http://www.adnews.com.au/opinion/diversity-matters-to-australia-s-media-and-marketing-industry#ObdQL6pdtILkJeAx.99>





- Stewart, P. (2016, January 29). Territory-based licensing and distribution agreements – Lessons from Netflix. *News and Useful Information*. Coleman Greig Lawyers. Retrieved from <https://www.colemangreig.com.au/News-710-Territory-based-licensing-and-distribution-agreements-Lessons-from-Netflix.aspx>
- Stickel, A. I. (2007, June). Marketing trends from Down Under: with account executives and more business development, Australian marketers are honing their message. *Strategies: The Journal of Legal Marketing*, 9(5).
- Tech Consultants. (2018, August 1). 5 Marketing strategies of successful Australian businesses. Retrieved from <https://techconsultants.com.au/en/5-marketing-strategies-of-successful-australian-businesses/>
- Terry, J. (2008). Does the Customer Know Best? The Results of a Survey on E-Commerce Development. *Issues in Informing Science & Information Technology*, 5, 197–208.
- Thomson, J. (2017, July 6), Coca-Cola Amatil's bad news points to bigger problem. *Australian Financial Review*. Fairfax Media. Retrieved from <https://www.afr.com/business/retail/fmccg/cocacola-amatils-bad-news-points-to-bigger-problem-20170706-gx5rvk>
- WebAlive. (2018, January 10), Australia's Ecommerce in 2018: How Amazon Challenges the Retail Industry. *E-commerce*. Web Mascot. Retrieved from <https://www.webalive.com.au/ecommerce-australia-2018/>
- Wells, T. (2018, May 22), Retail Pricing Strategies: Strange Things Happening With Australian Retail Prices. *Blog*. Taylor Wells. Retrieved from <https://taylorwells.com.au/retail-pricing-strategies/>
- Wells, T. (2019, January 16), Pricing structure: Price Architecture Redesign Is The Pricing Trend Taking Over Australian Businesses. *Blog*. Taylor Wells. Retrieved from <https://taylorwells.com.au/pricing-structure/>



### **Online Resources**

Students are encouraged to read about marketing in the *Harvard Business Review*, *Australasian Marketing Journal*, *Journal of Marketing* as well as follow popular region-specific blogs.