

Lecture 1 - Introduction to Marketing

- 1.1 What is marketing? - Provide an overview of marketing and the marketing process
 - Overview of Marketing
 - History of Marketing
 - The marketing approach to business
 - The marketing process
- 1.2 The exchange of value - Recognise that marketing involves a mutually beneficial exchange of value
 - Marketing exchange
 - The market
 - Customers
 - Clients
 - Partners
 - society
- 1.4 The marketing mix - Explain the elements of the marketing mix. (P's)
 - What is it?
 - The P('s):
 - Product
 - Price
 - Promotion
 - Distribution (place)
 - People
 - Process
 - Physical Evidence
- 1.5 Why study marketing? - Discuss how marketing improves business performance, benefits society and contributes to quality of life
 - To improve business performance
 - Higher quality of life
 - Contribute to a better world
 - To be a better customer
 - Rewarding career

Lecture 2 - Marketing Environment & Marketing Analysis

- 2.1 The marketing environment - Describe the marketing environment and the purpose of environmental analysis
 - (Describe) The marketing environment
 - The purpose of environmental analysis

CONCEPTS AND APPLICATIONS CHECK

1. Describe the factors in the marketing environment.
2. Which environmental factors can an organisation control or influence?
3. Name the six key forces in the PESTEL model of the macro environment.
4. What is an environmental analysis and why is it important to marketing?

- 2.2 The internal environment - Explain the factors at work in the organisation's internal environment [internal]
 - Internal marketing

CONCEPTS AND APPLICATIONS CHECK

1. How can a marketing manager motivate an employee to deliver improved customer service?
2. Find your bank's annual report to shareholders (usually available in the investor section of its corporate website), and locate the bank's objectives for the next financial year. Were the behaviours of the staff who provided you with service consistent with management's objectives? If so, how were they consistent? If not, what improvements are needed for management's objectives to be reached?
3. Find an organisational chart for a business. Identify the areas of possible conflict that may arise from the structural organisation of the business. You should consider the number of different levels of management, the number of different departments and the number of employees in the organisation. How can marketers ensure that all employees understand their contribution and the contribution of other departments to providing value to customers and clients?
4. Outsourcing leads to improved service delivery — true or false? Search the internet and find an example from Qantas airlines to defend your point of view.

- 2.3 The micro environment - Understand the importance of the different micro-environmental factors [internal]
 - Customers & Clients
 - Partners
 - Logistic firms
 - Financiers

- Advertising agencies
- Retailers
- Wholesalers
- Suppliers

- Competitors [Types of competition]
 - Pure competition
 - Monopolistic competition
 - Oligopoly
 - Monopoly
 - Monopsony
- Competitors [Levels of Competition]
 - Total Budget competition
 - Generic Competition
 - Product Competition
 - Brand competition

CONCEPTS AND APPLICATIONS CHECK

1. What aspects of competitors' operations must an organisation understand as part of its micro-environmental analysis?
2. What risks are involved in entering an oligopoly market?
3. An organisation cannot directly control its micro environment. It can, however, exert influence. Look at the 2012 Master Grocers Australia report (*Let's have fair competition*). Describe one way that independent retailers were trying to influence their environment in 2012.
4. Review the different levels of competition outlined in table 2.2. Imagine that you are the marketing manager for movie theatres. Outline two examples of competition that your movie theatre faces for each level of competition outlined in table 2.2.
5. Imagine you are the marketing manager of an independently owned grocery retail outlet. Outline all of the micro-environmental factors that you should analyse when making marketing decisions for the business.

- 2.4 The macro environment - Outline the different types of macro-environmental forces [PESTEL]
 - [What is it?]
 - PESTEL - The abbreviated view of the Macro-environment
 - Political landscape
 - Economic landscape

- Social & Cultural landscape
- Technological landscape
- Environmental influences
- Legal (and regulatory landscape)
- Macro-environmental complexity

CONCEPTS AND APPLICATIONS CHECK

1. Identify six macro-economic factors and explain their relevance to marketers.
2. You are a marketer for Salt, a resort at Kingscliff in New South Wales. Identify two environmental and two political trends that will affect your business in the next financial year.
3. You are marketing new houses and understand that the trends towards environmentalism and smaller families are beginning to reduce demand for large homes. How would you respond to these changes?
4. Identify two major consumer laws in your country. Explain their relevance to marketers.
5. The Australian Competition and Consumer Commission and the Commerce Commission are key regulatory bodies in Australia and New Zealand respectively. Choose one and locate a recent decision made. How did this decision impact a company?

• 2.5 Situation analysis & marketing planning - Conduct a preliminary situation analysis

- Marketing Planning
 - Marketing planning = Situational Analysis + Organisational Objectives
- Situation Analysis [A mix of 4 things]
 - Company Analysis
 - Market Analysis
 - Environmental Analysis [PESTEL]
 - Competitive Analysis
- The Marketing Plan [Sections]
 - Executive summary
 - Introduction
 - Situation analysis [SWOT]
 - Objectives

- Target Market
- Marketing Mix Strategy
 - Product
 - Price
 - Promotion
 - Place (distribution)
 - People
 - Process
 - Physical Evidence
- Budget
- Implementation
- Evaluation
- Conclusion/future recommendations

- Marketing metrics
 - Return on investment
 - Customer Satisfaction
 - Market Share
 - Brand Equity
- SWOT analysis
 - Strengths [Internal Factors] [Favourable]
 - Weaknesses [Internal Factors] [Unfavourable]
 - Opportunities [External Factors] [Favourable]
 - Threats [External Factors] [Unfavourable]

CONCEPTS AND APPLICATIONS CHECK

1. You are a marketer responsible for encouraging more people to take public transport. You have enjoyed considerable success in this role, but you need to pinpoint the specific marketing tactics that encourage more people to take public transport. What marketing metric will you use to understand which tactics were effective in achieving that goal?
2. You have a new employee in your marketing department and you need them to undertake a situation analysis. In your own words, explain to your new employee how they should approach a situation analysis.
3. Review the retail shop SWOT analysis in figure 2.9 and the surrounding discussion. Imagine you are the marketing manager for the retail shop. How would you respond in order to effectively manage the identified strengths, weaknesses, opportunities and threats?
4. You are the marketing manager for Snickers bars. Analyse two competitors. What are their strengths and weaknesses?

Lecture 3 - Marketing & Society

- 1.3 Ethics, corporate social responsibility and sustainable marketing - Discuss the importance of ethics and corporate social responsibility in marketing.
 - Ethics
 - The Australian Marketing Institute code of professional conduct
 - Law
 - Social Corporate Responsibility
 - The “Triple Bottom Line”
 - Sustainability
 - Sustainable Marketing
 - Implementation of Corporate social responsibility & Sustainability

CONCEPTS AND APPLICATIONS CHECK

1. Distinguish between ethics, sustainable marketing and corporate social responsibility.
2. Conduct an audit on a product or service that you are familiar with using the sustainability checklist (table 1.1).
3. Visit the website of a business that you have dealings with (e.g. your university, your bank or your supermarket) and identify the key elements of its approach to corporate social responsibility.
4. To what extent do you think businesses adopt corporate social responsibility as 'the right thing to do' versus seeking some type of public relations benefit? Find an example of a business undertaking some type of philanthropic activity. How might the business benefit from this activity?
5. If a marketing campaign operates entirely within the law, has the marketing organisation necessarily fulfilled its obligations to its stakeholders?

- 14.1 What is social marketing? - Discuss how social marketing aims to change behaviour for social good
 - What is social marketing [Definitions by leading authors]
 - Koltler and Zaltman (1971)
 - Fine (1981)
 - Kolter and Roberto (1989)
 - Andreasen (1994)
 - Rothschild (1998)

- Kolter, Roberto and Lee (2002)
- Donovan and Henley (2003)
- Scope of social marketing [Issues tackled]

CONCEPTS AND APPLICATIONS CHECK

1. Find an example of social marketing in action and analyse the extent to which you think the marketer has adopted 'social marketing thinking'.
2. Set one behavioural objective for the social marketing campaign that you have identified.
3. Define social marketing in your own words. How has your understanding of marketing changed after reviewing the first part of this chapter?

- 14.2 Benchmark criteria for social marketing - Understand the social marketing benchmark criteria
 - [Alan Anderson's six benchmark social marketing criteria]
 - Behaviour change
 - Audience Research
 - Segmentation
 - Exchange
 - Marketing Mix
 - Product
 - Price
 - Promotion
 - Place
 - Competition
 - Social Marketing Frameworks (by):
 - Walsh et al (1993)
 - Lefebvre et al. (1988)
 - Andreasen (2002)
 - French et al (2006), adapted from Andreason (2002)