Unit Outline 2016 – COLT 3

Introduction to Marketing

6357

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies,* which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at *(scroll to bottom of page)* http://www.canberra.edu.au/student-services

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)* http://www.canberra.edu.au/student-services

c) Any additional information specified in section 6h.

1: General Information

1a Unit title
Introduction to Marketing

1b Unit number
6357

1c Teaching Period and year offered
Term 3, 2016, UC College

1d Credit point value
3

1e Unit level
UG 1

1f Name of Unit Convener and contact details (including telephone and email)

Name: Chenchen Li
Email address: Chenchen.Li@canberra.edu.au
Phone number: 6201 2055
Office: 5B66

1g Administrative contact details (including name, location, telephone and email)

UC College Reception
Location: Building 5 Level B, University of Canberra
Phone: +61 2 6201 2961
Email: Collegeinfo@canberra.edu.au

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

2: Academic Content

2a Unit description and learning outcomes

The aim of this subject is to give students an understanding of and a feel for the role of the marketing manager through an introduction to the basic problems and practices in marketing management. This subject includes such topics as the marketing environment, analysing marketing opportunities, organising of marketing covering product price decisions, channel decisions, physical distribution decisions, communication – promotion, advertising decisions, sales force decisions, and controlling and evaluating marketing programs.

Upon completion of this unit, students are expected to be able to:

1. Analyse marketing environments;
2. Design appropriate marketing strategies for specific market segments;
3. Evaluate strategies and their impact;
4. Prepare a basic but effective marketing plan for a small business enterprise/charity/or public sector service.

2b Related UC Graduate Attributes

The University of Canberra provides a high-quality, innovative educational experience. Our courses are designed to equip our graduates to be leaders of their profession, to be outward-looking global citizens and to value lifelong learning.

1. UC graduates are professional. Because we collaborate closely with industry and other stakeholders, our graduates have the knowledge, skills and attitudes to succeed in their profession and become leaders in their field.

UC graduates can:

a. Communicate effectively;
b. Use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;
c. Work collaboratively as part of a team, negotiate, and resolve conflict;
d. Display initiative and drive, and use their organisation skills to plan and manage their workload;

3. UC graduates are lifelong learners. Our graduates are passionate about being at the forefront of their profession, staying in touch with the latest research, news and technology. UC graduates can:

a. Adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas;

2c Prerequisites and/or co-requisites

None.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

3: Delivery of Unit and Timetable

3a Delivery mode: on-campus

3b Timetable of activities

Week	Activity
Orientation Week 17 – 21 October	No class during the orientation week.
Week 1 24 – 28 October	**Lecture:** *Introduction to the unit* *Lecture 1: Introduction to marketing* ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 1. **Workshop:** • Meet & greet. • Workbook exercise: week 1. **Tutorial:** • Introduction to tutorial activities; • Explanation of tutorial preparation and participation. • Allocation of groups ABCD for case studies.
Week 2 31 October – 4 November	**Lecture 2:** The marketing environment and market analysis; AND marketing planning, implementation and evaluation ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 2 & chapter 15. **Workshop:** • Workbook exercise: week 2. **Tutorial:** Case study discussion. Case studies are related to week 1 topic Spotlight case studies discussion about week 1 topic: • Group A: Telstra: the challenge of delivering value over time (page 14) • Group B: Changing skin protection behavior: the Wes Bonny Testimonial Campaign (page 33) • Group C: Naturally! Sunny Queen Eggs (page 29) • Group D: ACCC versus Dulux (page 23) If you have missed week 1 group allocation, work on Group A before the tutorial, and speak to your tutor to be allocated with a case study group in the tutorial.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

Week 3 7 – 11 November	**Lecture 3:** Market Research ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 3. **Workshop:** • Week 3 in-class diagnostic task. (20 minutes) • Workbook exercise: week 3. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 2 topic. Spotlight case studies: • Group A: Spending is going online (page 60) • Group B: Woolworths and Coles killing the competition (page 54) • Group C: Game, set and match! (page 546) • Group D: Chilling out (page 551)
Week 4 14 – 18 November	**Lecture:** Consumer behavior ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 4. **Workshop:** • Workbook exercise: week 4. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 3 topic. Each student has <u>two (2) case studies</u> this week: 1) Chapter case study for all students • Weighing in to get people more active (page 110 – 113) **2)** Spotlight case studies: • Group A: What are the issues faced by people with arthritis? (page 99) • Group B: Television audience measurement in Australia (page 106) • Group C: CityCycle: what's the problem? (page 89) • Group D: Extending the baby care philosophy (page 85) Assessment 3 in-class consultation.
Week 5 21 – 25 November	**Lecture:** Segmentation, targeting and positioning ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 6. **Workshop:** • Workbook exercise: week 5.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

	Tutorial: Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 4 topic. Each student has <u>two (2) case studies</u> this week. 1) Chapter case study for ALL students • Anyone for Bubble tea? (page 148 – 150) 2) Spotlight case studies: • Group A: Role models (page 119) • Group B: Size does matter, apparently (page 144) • Group C: Why we all need to feel good about ourselves? (page 139) • Group D: Facebook: chit-chat or marketing communications? (page 129) Assessment 3 in-class consultation.
Week 6 28 November – 2 December	**Lecture:** Product and services in marketing ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 7 & 11. **Workshop:** • Week 6 in-class quiz (20 minutes) • Workbook exercise: week 6. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 5 topic. Each student has <u>two (2) case studies</u> this week 1) Chapter case study for ALL students • Generation Z defined: global, visual, digital (page 215 – 217) 2) Spotlight case studies discussion • Group A: Geodemographic segmentation (page 203) • Group B: Opel Leben Autos (page 212) • Group C: The death of the mass market (page 207) • Group D: Toyota first, daylight second (page 186)
Week 7	**Lecture:** Price strategy in marketing ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 8. **Workshop:** • Workbook exercise: week 7. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 6 topic

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

	Each student has two (2) case studies this week. 1) Chapter case study for ALL students • Is the PC a product in decline? (page 255 – 256) **2)** Spotlight case studies discussion • Group A: Samsung's Galaxy camera (page 234) • Group B: Super profits, super services? (page 401) • Group C: Harley-Davidson – exclusive product and dealer (page 227) • Group D: Coke label change: a personal success (page 246)
Week 8 12 – 16 December	**Lecture:** Promotion strategy in marketing ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 9. **Workshop:** • Week 9 in-class quiz (20 minutes) • Workbook exercise: week 8. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 8 topic. Each student has two (2) case studies this week 1) Chapter case study for ALL students • Supermarket milk pricing (page 301 – 302) 2) Spotlight case studies discussion • Group A: The cost of prescription pharmaceuticals (page 269) • Group B: Pricing and product innovation (page 297) • Group C: Discount trade terms (page 289) • Group D: Grange on special (at $645) (page 286) Assessment 3 in-class consultation.
Week 9 19 – 23 December	**Lecture:** Distribution strategy in marketing ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 10. **Workshop:** Workbook exercise: week 9. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Each student has two (2) case studies this week 1) Chapter case study for ALL students • Cold brewed coffee from the Antz nest (page 349 – 350) 2) Spotlight case studies • Group A: Deals Direct: online needs integrated campaign (page 317) • Group B: Shop-A-Docket (page 337) • Group C: Killing off Louie: a PR stunt (page 332-333) • Group D: Distorting the truth in advertising (page 329)

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

Week 10 26 – 30 December	**Class free week**
Week 11 Monday is Public Holiday 3 – 6 January 2017	**Lecture:** Business buying behavior & electronic marketing. ***Required reading:*** Elliott, G., Rundle-Thiele, S., and Waller D., *Marketing*, 3rd edition, Wiley, 2014, chapter 5 & 12. **Workshop:** • Workbook exercise: week 11. **Tutorial:** Assessment 3 in-class consultation. Case study discussion. Case studies are related to week 9 topic**.** Each student has two (2) case studies this week 1) Chapter case study for ALL students • Linfox growing business in Asia (page 392 – 393) 2) Spotlight case studies discussion • Group A: Ben & Jerry's (page363) • Group B: Hoyts: increasing entertainment formats (page 372) • Group C: Fish markets: seeing marketing in action (page 388 – 389) • Group D: Elders: rural agents (page 385-386)
Week 12 9 – 13 January 2017	**Lecture:** Unit review and exam preparation. **Workshop:** • Week 12 in-class quiz (20 minutes) • Workbook exercise: week 12. • Exam preparation. **Tutorial:** Wiki entry for Spotlight case studies discussion are to be made before the end of your tutorial and this counts towards Assessment 4 Tutorial preparation and participation: • Group A: Banking on Facebook (page 443 – 444) • Group B: Online shopping study (page 431 – 432) • Group C: Social media for B2B (page 174 – 175) • Group D: Regulating ads online: a new frontier (page 450 – 451)
Exam period 14 – 18 January 2017	**UC College exam period.** **Final exam** scheduled by UC College. You need to achieve 50% of the total mark in the final exam to be considered to pass the unit.

4: Unit Resources

4a Lists of required texts/readings

Textbook: Elliott, G., Rundle-Thiele, S., and Walkker D., *Marketing* (3rd edn.), Wiley, 2014.
Links to supplementary readings will be posted on Moodle.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

This book is available in Co-Op bookshop on UC campus. It also provides an e-book option which allows you to access the text on your computer, tablets or mobile phones. Supplementary readings are available on Moodle.

4b Materials and equipment

You need access to a computer and internet.

4c Unit website

To find your unit site online, login to LearnOnline(Moodle) using your student ID.
Note that your unit site has a profiles page that displays your name and email address for the benefit of other students. If you prefer to hide your email address, click here for instructions.

5: Assessment

5a Assessment overview

Assessment item (including exams held in the exam period)	Due date	Weight (total to equal 100%)	Addresses learning outcome(s)	Related generic skill(s)
Assessment 1 Workshop workbook	Weekly from week 2 – week 12	**10**	1, 3	1a, 1c, 1d, 3a.
Assessment 2 In-class quizzes	Week 6, week 9, week 12	**10**	1, 3	1a, 1b
Assessment 3 Marketing plan		**30**	1,2,3,4	1a, 1b, 1d, 3a
• Part 1: Situation analysis	23.55pm, 4 December 2016	• 15	1,3,4	
• Part 2: marketing strategy	23.55pm, 7 January 2017	• 15	1,2,3,4	
Assessment 4 Tutorial discussion contribution	Weekly from week 2 – week 12	**10**	1,2,3	All
• Weekly wiki entry	Weekly (week 2 - week 12)	• 0 (Weekly wiki entry is required before each tutorial)	1,3	
• Tutorial in-class discussion based on wiki entry	Weekly (week 2 - week 12)	• 10	1,2,3	
Assessment 5 Final exam	During exam period	**40** (Need to achieve 20 out of 40 pass the unit)	1,2,3	All

UC Generic Skills
1 - Communication
2 - Analysis and Inquiry
3 - Problem Solving
4 - Working independently and with others
5 - Professionalism and Social Responsibility

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

5b Details of each assessment item

All assessments are individual assessments. Students need to attempt ALL assessments to be considered a Pass grade.

Assessment 1: Workshop workbook (10%)

During workshops, students will be allocated to groups to conduct exercises designed to help you understand concepts in lectures, assist you in preparing written assessments and final exam. All exercises involve discussions and writing exercises.

From week 1, each student will receive a copy of **Workshop Workbook** which outlines workshop activities for each week. You need to attend workshops to participate in activities, and write answers in your own workbook. Electronic copy of this workbook is available on Moodle.

Your workbook is marked from **week 2 to week 12**. One (1) mark is awarded each week upon successful completion of workbook exercises and required online submission. All required submissions are parts of Assessment 3. During weeks where there is required online submission, the submitted work counts only if it meets set criteria of assessment 3.

Submission requirement:

Only work developed in class will be accepted and assessed. Absence from a workshop leads to zero (0) mark for the missed workshop except for special circumstances such as illness where a medical certificate/counsellor's note is required. In such cases, you need to email the Unit Convener, apply for leave of absence with documentation evidence such as medical certificate at UC College reception desk in Building 5 Level B, and make up answers to the missed workshop questions by the due date set by the Unit Convener.

It is strongly suggested that you email your lecturer/tutor as soon as possible if you are to miss any workshop.

Assessment 2: In-class quizzes (10% in total)

In week 6, week 9, and week 12, an in-class quiz will be conducted during the first 20 minutes of the workshop. Students must arrive on time for each quiz. Late arrival leads to reduced time for the quiz.

- Week 6 quiz (3 marks)
- Week 9 quiz (4 marks)
- Week 12 quiz (3 marks)

All quizzes are conducted **in class ONLY** and not available on Moodle. Quizzes are NOT repeated or taken at a later time during/after the class.

Students who miss a quiz due to special circumstance such as illness need to present the documentation evidence such as a medical certificate/ counsellor's note to UC College reception desk in building 5 level B to apply for leave of absence. Once approved, students need to speak to the Unit Convener for a make-up quiz arrangement.

The purposes of this assessment are:

- To recall key points of the lecture topic;
- To reflect on your understanding of marketing concepts;
- To help exam preparation.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

Assessment 3: Marketing Plan (30% in total)

This assignment is to be done in two parts below.

- Part 1: Situation analysis (15%)
- Part 2: Marketing strategy (15%)

The choice of projects list is available on Moodle. You can only choose from the options provided. Any other project requires written approval from the Unit Convener. Otherwise, you will receive zero for your submission.

Academic Integrity Module (AIM)
Students need to complete Academic Integrity Module (AIM) on Moodle by 18 November 2016, Friday of week 4. Your submission won't be accepted for grading purpose unless you have successfully completed AIM.

Part 1: Situation analysis (15%)

The situation analysis is designed to enable you to conduct an analysis of the uncontrollable environment and the industry sector that you are operating in, and give you an idea what type of factors may impact on your business.

You will explore your competitors and your possible target markets using a variety of sources from government departments such as the Australian Bureau of Statistics, Consultancy firms, reports, information from data bases accessed through UC Library to prepare your analysis. This is a skill that will be required in many jobs that you may have after graduation. The task will also provide you with generic skills in research, report writing, and critical analysis of data and information.

The Situation Analysis instructions, template, and the marking rubric are available on the unit Moodle site.

Your situation analysis needs to cover the following areas.

1. Industry overview
2. Factors of uncontrollable environment that impact on the industry
3. Competitor analysis
4. Target market
5. SWOT analysis

Note: Using Wikipedia or any online/offline source that lacks academic credibility is **NOT** considered appropriate for University study.

Required length: 3 – 5 pages plus references (12 point typeface, single spaced).
Reference list is NOT included in the page count. If you go over the page limit, 10% per page penalty will apply. The reason is that employers often expect you to provide information in a succinct form and this assessment enables you to practise this skill.

Marking criteria:
Your situation analysis is marked on the following criteria.

- Addressing required components with solid and well-researched evidence:
- The extent and quality of research effort: the quantity, variety and quality of sources used;
- Critical analysis and evaluation of the sources used;
- Writing expression and acknowledgement of sources. (Both in-text references and reference list are required.)

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

Submission: Upload your assignment (Word document only) to Situation Analysis Dropbox on Moodle by 23.55pm, 4 December 2016.

Part 2: Marketing strategy (15%)

This is the second part of the assessment which is based on your Situation Analysis. This part of the marketing plan focuses on the marketing mix (product, price, place and promotion).

The Marketing Strategy instructions, template, and the marking rubric are available on the unit Moodle site.

Required length: 4 – 10 pages (12 point typeface, single spaced) plus references. Reference list is not included in the page count. If you go over the page limit, 10% per page penalty will apply.

Submission:
Upload the Marketing Strategy and Situation Analysis in two separate Word documents to Marketing Strategy Dropbox on Moodle by 23.55pm, 7 January 2017. The Situation Analysis is to assist markers to assess the consistency between the two submissions, and therefore, won't be remarked.

Your submission will be marked on the following criteria.

- Addressing each required component;
- The extent and quality of research effort (i.e. the quantity, variety and quality of sources used);
- Close link between Part 1 Situation Analysis and Part 2 marketing strategy;
- Writing accuracy including correct use of grammar, spelling, punctuation, and clear presentation of the final submission.
- Acknowledgement of sources. Both in-text references and reference list are required. A link to how to reference properly is provided on Moodle.

URKUND plagiarism check
This assessment accepts Moodle electronic submission only. When your file is first uploaded, it will be sent to URKUND – a plagiarism plug-in that matches your submission against material from various sources: the internet, published books and journals, and previously submitted student texts. If the URKUND analysis indicates plagiarism, you can remove the file, rework your submission, and submit again.

Extension and late submission:
There can be no extensions of the due date for Situation Analysis or Marketing Strategy without documentation evidence (e.g. a medical certificate or a counsellor's note) of illness or misadventure. If you know you will not be able to complete the assignment on time, you must request an extension **before** the assignment is due.

Late submissions will be accepted up to five days after the due date at **5% penalty** of the assignment value for each day overdue. **Submissions later than 5 days won't be accepted** and will receive zero (0) mark except for special circumstances with documented evidence that would warrant an extension beyond five days after the due date.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

Assessment 4: Tutorial discussion contribution based on wiki entry (10%)

Tutorials are designed to discuss case studies and provide assignment feedback and consultation. Weekly wiki entry and constructive contribution are both required.

This assessment enables you to apply marketing concepts and theories into practical scenarios and practice your communication skills in a professional environment. Therefore, it is deemed essential that you make a satisfactory attempt in this assessment.

Weekly wiki entry (0%) (Required for tutorial discussion)

Weekly wiki entry is to assist you in preparing for tutorial discussion on case studies each week.

In week 1 tutorial, you will be given a group. Case studies in the textbook are to be allocated to each student every week from week 2 to week 12. Refer to Timetable of Activities section to for details of weekly case studies.

If you miss week 1 tutorial, work on the Group A case study and speak to your tutor in week 2 tutorial to be allocated with a group.

Instructions of weekly wiki entry are available on Moodle.

Tutorial discussion contribution (10%)

During each tutorial discussion, you need to actively participate in case study discussion based on the weekly wiki entry.

Please note:

- You need to prepare wiki entries from week 2 to week 12 **BEFORE** each tutorial to be considered a full mark for this assessment.
- Without a wiki entry for any given week, your tutorial participation is assessed out of 0.5 mark.
- Less than five (5) tutorial participation with wiki entries in the term would lead to maximum 5 marks for this assessment and unsatisfactory attempt in this assessment.
- Your wiki entry only counts towards preparation when you attend the given tutorial and participate in discussions.

The wiki entry and tutorial discussion contribution are assessed on the following criteria:

- Understanding of marketing theories and case studies;
- The ability of applying marketing concepts and theories into practice;
- Critical thinking ability based on your understanding of marketing theories and case studies;
- Relevant and constructive contribution to case study discussions.

In-class assignment feedback and consultation

During weeks where there is required workshop submission, you may seek feedback on your drafts during the last 30 minutes of the tutorial from your tutor. Feedback is to be provided in-class only.

Absence from tutorials will result in zero (0) mark for your participation in missed tutorials except for special circumstances such as illness. If you are not able to attend tutorials, email your tutor and lecturer as soon as possible and present your medical certificate to UC College reception desk in Building 5 Level B to apply for leave of absence.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

Assessment 5: Final exam (40%)
A final exam will be held during UC College exam period. You need to achieve 50% of the exam to be considered to pass the unit. The two hours exam will cover topics discussed during the term and will include multiple-choice questions and short answer questions. Exam preparation is the main focus of workshops from week 2 to week 12.

5c Submission of assessment items

Assessment 2 weekly wiki entry and Assessment 3 are to be submitted online via the unit Moodle site.

5d Special assessment requirements

Students need to attempt ALL assessment items and achieve 50% in the final exam to be considered a Pass grade.

5e Supplementary assessment

Refer to the UC Supplementary Assessment Policy.

5f Academic Integrity

Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others' work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices that contravene academic values. Please see UC's Academic Integrity Policy.

To enhance understanding of academic integrity, it is expected that all students will complete the LearnOnline Academic Integrity Module (AIM) at least once during their course of study. The module is automatically available as a listed site when students log into LearnOnline.

5g Use of text-matching software

The University of Canberra has available, through LearnOnline (Moodle), text-matching software that helps students and staff reduce plagiarism and improve understandings of academic integrity. Known as URKUND, the software matches submitted text in student assignments against material from various sources: the internet, published books and journals, and previously submitted student texts. Click here for further information on the URKUND text-matching software.

6: Student Responsibility

6a Workload

The amount of time you will need to spend on study in this unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp unit the total notional workload over the semester or term is assumed to be 150 hours. These hours include time spent in classes. The total workload for units of different credit point value should vary proportionally. For example, for a 6cp unit the total notional workload over a semester or term is assumed to be 300 hours.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K

6b Inclusion and Welfare

Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or Inclusion and Welfare as soon as possible so the necessary arrangements can be made.

6c Participation requirements

Students need to participate in ALL assessment items to be considered to pass the unit.

6d Withdrawal

If you are planning to withdraw you MUST fill in a form from college reception in building 5, level B and discuss with the College Academic Manager for approval before week 4 of term.

6e Required IT skills

Basic Word processing, Excel spreadsheet and PowerPoint skills.

6f In-Unit Costs

(Note: To calculate your unit fees see: How do I calculate my fees?.
The online UC Co-op Textbook Search is available for purchasing text books.)

6g Work placements, internships or practicums – not applicable

6h Additional information

7: Student Feedback

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey (USS) which you can access by logging into MyUC via the UC homepage: http://www.canberra.edu.au/home/. Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

8: Authority of this Unit Outline

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.

Australian Government Higher Education (CRICOS)
Registered Provider number: #00212K