



Introduction

Welcome

Welcome to The Marketing Practicum!

The Marketing Practicum provides you with the opportunity to connect with senior business professionals to achieve marketing experience in a real-world business environment. It is a very practical, rewarding and fun way to learn and apply strategic marketing thinking.

Successful completion of the Marketing Practicum demonstrates professional work experience on your CV, LinkedIn Profile, and e-Portfolio, with a marketing plan to prove it.

I look forward to guiding you along this work-integrated-learning journey.

Kind Regards
Dr Gosia Ludwichowska-Alluigi

Course Teaching Staff

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* Please refer to your Course homepage for the most up to date list of course teaching staff.

School Contact Details

School of Marketing

Physical Address: Level 4, Yungondi Building (Y)
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Course Overview

Prerequisite(s)

Successful completion of 72 units of undergraduate study and GPA of at least 4.0 across UniSA courses. Students who have completed a practicum or internship are not eligible to enrol in this course, unless approved by the Program Director.

Corequisite(s)

There are no corequisite courses to be completed in conjunction with this course.

Course Aim

This course enables students to undertake an industry placement within a discipline specific organisation. Students will apply the knowledge of their discipline gained throughout their studies to work related tasks and gain valuable experience related to their future career.

Course Objectives

On completion of this course, students should be able to:

CO1. Demonstrate practical abilities in specific aspects of the chosen discipline.

CO2. Collect and report evidence of a range of tasks, responsibilities, knowledge and skills required for the placement undertaken.

CO3. Critically assess and report on the tasks undertaken and skills developed throughout the placement.

CO4. Critically reflect on tasks undertaken throughout the placement.

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

	Graduate Qualities being assessed through the course						
	GQ1	GQ2	GQ3	GQ4	GQ5	GQ6	GQ7
CO1	•	•		•		•	
CO2	•	•				•	
CO3	•	•	•			•	
CO4	•	•				•	

Graduate Qualities

A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content

An industry placement will be carried out under academic and industry supervision. Students will have the opportunity to apply, evaluate and reflect on knowledge gained throughout their studies and the links to future career options.

Teaching and Learning Arrangements

Practicum	7.5 hrs x 15 days
Workshop	4 hrs
Preparatory	1 x 1 week

Unit Value

4.5 units

Placement Information

Placements are equivalent to 15 days, or 112.5 hours, and can be completed flexibly over the course of the study period. Placement schedules and contact hours are negotiated between the student and host organisation prior to commencing placement. Students must complete all of the required placement hours to be eligible to pass the course.

OHS&W

All UniSA students undertaking a placement must complete compulsory online Pre-Placement Modules before starting their placement. You can find the modules under the "Pre-Placement Modules" tab on the course learnonline site. Once completed, please submit your certificate to your course coordinator **and** Business.Internships@unisa.edu.au prior to being permitted to commence your placement.

Learning Resources

Textbook(s)

There are no textbooks listed for this course.

Reference(s)

Wood, M. (2017), *Essential Guide to Marketing Planning*, 4th Edition (3rd edition is also fine)

Materials to be accessed online

learnonline course site

All course related materials can be accessed through your learn**online** course site which you will be able to access from the my Courses section in myUniSA.

myUniSA

All study related materials can be accessed through: <https://my.unisa.edu.au>

Assessment

Assessment Details

Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

If the Course Coordinator allows submissions in hard copy format, you will be required to attach an Assignment Cover Sheet which is available on the learnonline student help (<https://lo.unisa.edu.au/mod/book/view.php?id=1843&chapterid=567>) and in myUniSA.

Assessment Summary

#	Form of assessment	Length	Duration	Weighting	Due date (Adelaide Time)	Submit via	Objectives being assessed
1	Portfolio	1000 words	N/A	20%	See assessment activities for details	See assessment activities for details	CO1, CO2
2	Report	1500 words	N/A	40%	See assessment activities for details	See assessment activities for details	CO1, CO2, CO4
3	Supervisor evaluation	N/A	N/A	40%	See assessment activities for details	See assessment activities for details	CO1, CO2, CO3

Feedback proformas

The feedback proforma is available on your course site.

Assessments

Portfolio (Graded)

Assessment Activities

Name	Sub-weighting	Due date (Adelaide Time)	Submit via
Project Outline	25%	End of day 2 of placement	learnonline
Reflection	60%	At end of placement	learnonline
Preparation workshop	15%	Prior to commencement of placement	In person

Part A: Course Preparation Workshop Attendance (3% of overall grade)

A Course Preparation Workshop will be held at the start of the Study Period at City West campus. This workshop is compulsory and students must attend in order to begin their placement. In addition, students must complete the online pre-placement modules before commencing placement. Further details are provided on the learn online course website.

Part B: Project Outline (5% of overall grade)

Students will develop a Project Outline which will include the following areas:

Host Organisation

Who are they, what do they do, where are they located, who is your on-site supervisor (include phone and email contact details)

Project Brief

Including project objectives, marketing plan overview

Timelines

Calendar of working days, meetings with supervisor and academic mentor, and due dates for assignment submissions and presentation of findings to host organisation

A Project Outline template will be provided on the learnonline course website. Please note that the dates in your Project Outline become your due dates for the course.

Part C: Reflection (12% of overall grade)

At the end of their placement, students will be required to submit a Reflection where they critically reflect on their placement experience. The Reflection should be 650-700 words. The Reflection provide students with the opportunity to learn from their experience and consider how the lessons learned could be applied in future.

Report: Marketing Plan (Graded)

Assessment Activities

Name	Sub-weighting	Due date (Adelaide Time)	Submit via
Draft Marketing Plan	25%	End of day 5 of placement	learnonline
Final Marketing Plan	75%	At end of placement	learnonline

Part A: Draft Marketing Plan (10% of overall grade)

Length: 500 words

Draft Sections comprise of:

- (1) Introduction
- (2) Market Analysis (external analysis)
- (3) Organisation Analysis(internal analysis)

Part B: Final Marketing Plan (30% of overall grade)

Length: 1,500 words

Final Sections comprise of:

- (1) Executive Summary
- (2) Table of Contents
- (3) Introduction
- (4) Market Analysis (external analysis)
- (5) Organisation Analysis (internal analysis)
- (6) Customer Analysis
- (7) Competitor Analysis
- (8) SWOT & Issues Analysis
- (9) Strategies/Recommendations/Actions

Due Dates

Due to the unique nature of each placement, due dates will be agreed with your Host Organisation and Academic Mentor at the start of your placement. This will be documented as part of your Project Outline (see Assessment 1 Part A: Project Outline).

Supervisor evaluation (Graded)

Assessment Activities

Name	Sub-weighting	Due date (Adelaide Time)	Submit via
Supervisor evaluation	90%	At end of placement	N/A
Timesheet	10%	At end of placement	learnonline

Part 1: Supervisor Evaluation (36% of overall grade)

Host supervisors will be sent a link to an online evaluation form to be completed outlining the student's performance during their placement. Feedback will be sent to the student once the evaluation has been received.

Part 2: Timesheet (4% of overall grade)

At the end of the placement students will submit a timesheet which has been authorised by their industry supervisor. A proforma is provided on the course learnonline site.

Submission and return of assessment tasks

Refer above under Assessment Details

Exam Arrangements

This course does not have an exam.

Variations to exam arrangements

Variation to exam arrangements does not apply to this course.

Supplementary Assessment

Supplementary assessment or examination has not been approved for this course.

Important information about all assessment

All students must adhere to the University of South Australia's policies about assessment:
<http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>.

Additional assessment requirements

There are no additional assessment requirements identified for this course.

Students with disabilities or medical conditions

Students with disabilities or medical conditions or students who are carers of a person with a disability may be entitled to a variation or modification to standard assessment arrangements. See Section 7 of the Assessment Policy and Procedures Manual (APPM) at: <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>

Students who require variations or modifications to standard assessment arrangements should make contact with their Course Coordinator as early as possible in order to ensure that appropriate supports can be implemented or arranged in a timely manner.

Students can register for an Access Plan with UniSA Access & Inclusion Service. It is important to make contact early to ensure that appropriate support can be implemented or arranged in a timely manner. See the Disability Hub for more information: <http://www.unisa.edu.au/Disability/Current-students>

Students are advised there is a deadline to finalise Access Plan arrangements for examinations. Further information is available at: http://i.unisa.edu.au/campus-central/Exams_R/Before-the-Exam/Alternative-exam-arrangements/

Deferred Assessment or Examination

Deferred assessment or examination is not available for this course. APPM 7.6.4

Special Consideration

Special consideration is not available for this course. APPM 7.7.4

Variations to assessment tasks

Variation to assessment methods, tasks and timelines may be provided in:

Unexpected or exceptional circumstances, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation may be considered are discussed in clauses 7.8 - 7.10 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

Special circumstances, for example religious observance grounds, or community services (details of special circumstances for which variation can be considered are discussed in clause 7.11 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

Students with disabilities or medical conditions please refer to **Students with disabilities or medical conditions**.

Academic Integrity

Academic integrity is the foundation of university life and is fundamental to the reputation of UniSA and its staff and students. Academic integrity means a commitment by all staff and students to act with honesty, trustworthiness, fairness, respect and responsibility in all academic work.

An important part of practising integrity in academic work is showing respect for other people's ideas, and being honest about how they have contributed to your work. This means taking care not to represent the work of others as your own. Using another person's work without proper acknowledgement is considered Academic Misconduct, and the University takes this very seriously.

The University of South Australia expects students to demonstrate the highest standards of academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens, the University has policies and procedures in place to promote academic integrity and manage academic misconduct. For example, work submitted electronically by students for assessment will be examined for copied and un-referenced text using the text comparison software Turnitin <http://www.turnitin.com>.

More information about academic integrity and what constitutes academic misconduct can be found in Section 9 of the Assessment Policies and Procedures Manual (APPM): <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>. The Academic Integrity Module explains in more detail how students can work with integrity at the University: <https://lo.unisa.edu.au/mod/book/view.php?id=252142>

Action from previous evaluations

This course is committed to continuous improvement. As such, formal evaluation will be conducted via MyCourseExperience questionnaires, to gain feedback on what students found useful or difficult to grasp about the course in its current form and how the course can be improved.

Following School of Marketing guidelines, students will be asked to complete MyCourseExperience questionnaires towards the end of the study-period to enable course and staff evaluation. The feedback is taken seriously within the School, being reviewed by Head of School, Program Director and relevant teaching staff at the end of the study-period.

Further Assessment Information

All assessment items with due dates and weighting are set out above. This information allows students to plan their time wisely in order to achieve the assessment objectives and to liaise with the Course Coordinator should there be any concerns.

Request for Extension to Assignment Due Date

Consistent with University policy (refer Section 7.3 of the Assessment Policies and Procedures Manual, APPM, which can be found at: <http://www.unisa.edu.au/policies/manual/>) students seeking an extension of time to complete assessment items should be aware that in this course no extensions will be granted unless exceptional circumstances apply — such as a medical emergency (refer Section 7.9 of the APPM).

We will only consider an extension if an original medical certificate or a letter from a student counsellor is provided, in strict compliance with the UniSA APPM, and in particular, Sections 7.8 to 7.11. Any application on these grounds (and the supporting documentary evidence) must be submitted via the “extensions” link in the course essentials block on the course web site before 12pm on the day before the assignment is due.

Penalties for Late Assignments

The Division of Business Board has decided that all schools in the Division will, wherever possible, apply a standard penalty when students submit assignments after the due date and time or after any extended due date and time. Where late submission is not possible, late assignments will not be marked. Where late submission is possible, the available marks for the assignment will be reduced by 10% for each day (i.e. 24 hour period or part thereof) between the due date and time and the submission date and time.

In this course late submission (with penalty) is possible for:

- Project Outline
- Reflection
- Draft Marketing Plan
- Final Marketing Plan

Course Calendar

Study Period 4 - 2019

	Weeks	Topic	Notes
1	17 - 23 June	Students required to complete pre-placement modules due Friday, 21 June 2019 A compulsory face-to-face Course Preparation Workshop will be held on Tuesday, 18 June 2019 between 10AM and 12PM.	Details of the pre-placement modules and the Course Preparation Workshop are provided on the learn online course site.
2	24 - 30 June	Students commence placement from Monday, 24 June 2019.	Set up a meeting with your academic mentor and host supervisor. This helps you to complete your Project Outline due on DAY 2 of your placement.
3	01 - 7 July		
4	08 - 14 July	You might be due to submit your Draft Marketing Plan due on DAY 5 of your placement	Set up your second meeting with your academic supervisor.
5	15 - 21 July		
6	22 - 28 July		
7	29 July - 4 August		
8	05 - 11 August	You might be due to submit your Final Marketing Plan, Reflection and Timesheet	
9	12 - 18 August		
10	19 - 25 August		