



Meta-cognition skills built through collaborative exercises in the Introduction of Marketing – Monash College

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Subject: Part 1a Introduction to Marketing, part of the Diploma of Business program

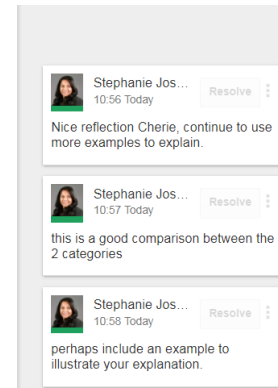
Cohort: Predominately International Students

Activity: Reflection Summary on the week's topic completed on a weekly basis

Marks: Non-assessed.

Platform: Google Drive – Shared folder, all tutorial groups can access it.

In the seventh week of learning marketing, I learnt about the three product levels; core, actual, augmented. A core product provides the basic function to consumers' needs. An actual product provides quality of the product while an augmented product provides after sale service to consumers. An example of an actual product could be the quality of the product while an example of an augmented product could be an installation **service**, repair service or even a warranty. There are 4 types of products. They are the convenience, shopping, specialty and unsought products. Convenience products have low costs, involve little consumer involvement and are situated at most places such as convenience shops. Shopping products have a higher cost **compared to convenience products**, involve more consumer involvement and are situated in brand outlets and retail shops. Specialty products cost a lot, have exclusive distribution and involve high consumer involvement level as more money and more research are involved in getting the product. Consumers who shop for specialty products are brand-conscious and have strong **brand loyalty**. Lastly, consumers usually have little product awareness of unsought products and the price of unsought products varies.



- The weekly summaries are completed in class with their tutor.
- For majority of the students these marketing concepts and terminologies are new & unfamiliar to them
- By reflecting on their own understanding, students build their meta-cognition skills and their self-confidence with the subject content.
- Using a shared folder in Google Drive, students complete the tasks online in a collaborative context.
- This provides an opportunity for peer learning
- The platform enables real time feedback
- Test results reflect students who complete these summaries regularly perform better in the fortnightly tests as they have better comprehension of the topics.