

School / Faculty: Federation Business School

Course Title: MARKETING FOR MANAGERS

Course ID: BSMAN3008

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080307

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Discuss the key principles of marketing
- K2.** Appreciate the importance of marketing research to the marketing process
- K3.** Develop innovative marketing strategies
- K4.** Recognise how the marketing mix can be adapted to suit a range of business situations

Skills:

- S1.** Develop a coherent professional-standard marketing plan
- S2.** Generate strategies and recommendations to enable future business growth and prosperity
- S3.** Critically analyse marketing environments to generate business solutions

Application of knowledge and skills:

- A1.** Employ a coherent and rational approach to the development of marketing strategies
- A2.** Apply marketing concepts and theories to 'real world' business scenarios
- A3.** Identify, plan and evaluate marketing opportunities

Course Content:

Course Outline (Higher Education)

BSMAN3008 MARKETING FOR MANAGERS

This course consists of the following topics:

Topics may include:

- Marketing from a consumer's perspective
- Role of marketing within business operations
- Marketing research and its importance in the marketing process
- Marketing plans and their internal/external impact
- Segmentation, targeting and positioning
- The marketing mix and its application
- Innovative marketing strategies
- Social responsibility and ethics in marketing
- Relevant legislation and standards
- Social marketing
- Intellectual property and copyright

Values and Graduate Attributes:

Values:

- V1.** Appreciate the responsibilities of marketers in our society
- V2.** Apply a professional code of ethics to all marketing decisions
- V3.** Develop a marketing mindset in response to business challenges
- V4.** Employ professionalism in business communications

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

BSMAN3008 MARKETING FOR MANAGERS

Attribute	Brief Description	Focus
Knowledge, skills and competence	This course provides a broad range of academic and industry readings encouraging students to contextualise marketing theory. The use of industry case studies will engage students in knowledge development and encourage students to engage in continuous learning to meet their personal, professional and vocational challenges.	Medium
Critical, creative and enquiring learners	This course encourages students to apply their learning towards real organisational issues and helps them develop confidence, capability, assurance, independence and enterprise enabling the fulfilment of personal and career	High
Capable, flexible and work ready	Marketing for managers encourages students to engage with organisations, communities and other stakeholders to address contemporary organizational, social and cultural issues.	Medium
Responsible, ethical and engaged citizens	The applied nature of this course requires student engagement with industry, communities and other stakeholders, promoting a socially responsible approach to managing organisational issues.	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S3 A2, A3	Research, analyse and evaluate market segments and target groups for a business	Report/Project/ Journal	10-40%
K1, K3, K4 S1, S2 A1, A2	Develop an authentic innovative marketing plan	Group report/ Presentation	40-60%
K1, K4	Demonstrate both knowledge and application of marketing concepts in contemporary business settings	Examination	20-40%

Adopted Reference Style:

APA