



# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	INTRODUCTION TO MARKETING
<b>Course ID:</b>	BUMKT1501
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	Nil
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	(SPMAN1002)
<b>ASCED:</b>	080505

## Description of the Course:

This course introduces students to the basic principles and practices of marketing. On completion of this course, student should be able to understand the marketing environment and how consumers behave in it. Students will also be exposed to the foundations of marketing research and the marketing mix. Here students will have the opportunity to explore areas such as product development, distribution, pricing concepts and promotion. Bringing these elements together, students will learn about the importance of marketing strategy and planning. This course provides the foundation knowledge and skills for all other marketing courses.

**Grade Scheme:** Graded (HD, D, C, P, MF, F, XF)

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

## Program Level:

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

**Learning Outcomes:**

This course aims to introduce students to the fundamental principles and practices of marketing and to assist students to develop an understanding of the application of marketing processes and techniques.

**Knowledge:**

- K1.** Examine marketing and its role in society
- K2.** Identify the principles that underpin marketing orientation
- K3.** Determine the variety of marketing activities necessary to fulfil the marketing management process
- K4.** Recognise the principles underlying the development of marketing strategies
- K5.** Compare elements of the marketing mix in a variety of markets

**Skills:**

- S1.** Identify, obtain, and analyse information through researching and interpreting the fundamental concepts and processes of marketing
- S2.** Exercise judgment to recommend appropriate solutions for routine marketing tasks
- S3.** Select appropriate methods and tools for investigating the implementation of marketing strategies
- S4.** Express knowledge regarding marketing ideas to others via written and/or oral communication

**Application of knowledge and skills:**

- A1.** Transfer and apply marketing theory in straightforward marketing contexts
- A2.** Use initiative and judgement to organise the work of self and/or others to interpret a marketing situation

**Course Content:**

Topics may include:

- The marketing concept and its evolution, including ethical issues
- The marketing system, environments and influencing variables
- Marketing's role within the organisation and the underlying principles and techniques for marketing decision-making, marketing planning, marketing research and the development of marketing strategies
- Market behaviour and analysis through an understanding of consumer behaviour and motivation, market segmentation, target marketing and positioning
- Using the marketing mix and associated concepts including the product life cycle, new product development, brands and packaging; pricing; distribution and supply; the communication process and the promotion mix
- Market organisation, control and evaluation of marketing performance to enable feedback into decision making process

**Values:**

- V1.** Appreciate the marketing situations that can occur for a range of products and services
- V2.** Appreciate marketing practices of various organisations in the public and private sectors, including the not-for-profit organisations
- V3.** Analyse the ethical behaviour of forms in relation to their marketing practices

**Graduate Attributes**

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4, K5, S1, S2, S3, A1, A2	AT2
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K1, S1, S2, S3, A2	AT2
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K1, K4, S1, S2, A1, A2	AT1, AT2
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K1, K2, K5, S2, S3, S4, A1, A2	AT1, AT2, AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K3, K5, S2, S3, A2	AT2

**Learning Task and Assessment:**

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K4, S2, A1	Demonstrate knowledge of the course material	Individual Test	20-30%
K3, K4, S1, S2, S3, S4, A1, A2	Critically analyse and interpret a marketing situation through a report and/or presentation	Individual OR Group Task	20-30%
K1, K2, K4, K5, S2, S3, A1	Demonstrate knowledge and skills gained in the course by applying them to different marketing situations	Final Summative Assessment	40-50%

**Adopted Reference Style:**

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)