

**School / Faculty:** Federation Business School

**Course Title:** TOMORROW'S MARKETING

**Course ID:** BUTSM6904

**Credit Points:** 15.00

**Prerequisite(s):** (BUTSM5902 and BUTSM5903)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080323

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

**Program Level:**

| AQF Level of Program |                          |                          |                          |                                     |                          |                          |
|----------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|
|                      | 5                        | 6                        | 7                        | 8                                   | 9                        | 10                       |
| <b>Level</b>         |                          |                          |                          |                                     |                          |                          |
| Introductory         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Intermediate         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> |
| Advanced             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Learning Outcomes:**

**Knowledge:**

- K1.** Discuss the use of social media for organisational promotion.
- K2.** Explain the implications and opportunities presented by word-of-mouth.
- K3.** Identify, with rationale, the most appropriate promotional materials at a destination /organisation level.
- K4.** Appraise the best methods and resource allocations for employing effective media/public relations at a destination/organisation level.

**Skills:**

- S1.** Explain the use of social media for marketing enterprises.
- S2.** Identify how to use word-of-mouth to undertake cost-effective promotions.
- S3.** Evaluate the online opportunities at a destination / operational level.
- S4.** Create and deliver effective presentations.
- S5.** Develop a public relations campaign and comprehensive promotional strategy to support it.

**Application of knowledge and skills:**

- A1.** Develop social media platforms that can be operationalised at a destination/organisation level.

# Course Outline (Higher Education)

BUTSM6904 TOMORROW'S MARKETING

**A2.** Develop a comprehensive public/media release package including written and video materials.

**A3.** Develop effective promotional materials at a destination/organisation level.

## Course Content:

This is a skills-based practical post-graduate course that enables students to apply material acquired to a specified situation in a real organisation or destination. Ideally suited to people employed in an organisation already, it covers the areas of the new rules of marketing. This course is divided into seven topics:-

Topics may include:

- Social media for organisational promotion
- Word-of-mouth
- Going further online on a budget
- Powerful presentations
- Public/media relations
- Colour psychology and typography
- Brochure and advertising design

## Values and Graduate Attributes:

## Learning Task and Assessment:

| Learning Outcomes Assessed | Assessment Task  | Assessment Type                              | Weighting |
|----------------------------|--|--|-----------|
| K1, K2, S1, A1             | Development of social media platform/s for an organisation | Social media platform development and report | 10-20%    |
| K2, K4, S3, S5, A2         | Development of a complete public/media package             | Report and presentation                      | 40-60%    |
| K3, S2, S3, S4, A3         | Presentation (online using appropriate technology)         | Presentation                                 | 30-50%    |

## Adopted Reference Style:

APA