

School / Faculty: Federation Business School

Course Title: INTRODUCTION TO MARKETING

Course ID: BSMAN2003

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.** Analyse internal and external issues which impact on market planning and activities
- K2.** Account for organisational social responsibility as part of the marketing planning strategy
- K3.** Identify a range of marketing approaches and strategies to address organisational issues
- K4.** Articulate elements of the marketing mix and the significance of each component
- K5.** Recognise the global influences on marketing strategies and the impact on marketing planning

Skills:

- S1.** Analyse organisational problems, research market needs and develop marketing recommendations
- S2.** Select appropriate technology to research, develop and/or present marketing data, findings and/or recommendations
- S3.** Select appropriate technology to research, develop and/or present marketing data, findings and/or recommendations

Application of knowledge and skills:

- A1.** Use initiative and judgement in applying marketing strategy to the marketing planning process

Course Outline (Higher Education)

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- A2.** Adapt marketing research, strategy and/or planning processes to suit organisational requirements using professional judgement and critical thinking.
- A3.** Show leadership, self-direction, and professionalism in developing and presenting marketing strategies that address organisational issues

Course Content:

This course introduces marketing and the marketing planning process. It presents marketing terminology, marketing analysis, elements of the marketing mix and various legal and ethical requirements which impact on the marketing process. In particular the course addresses how various marketing tools can be applied in the development of marketing and positioning strategies for different industries.

Values and Graduate Attributes:

This course will help students develop values and attributes that will enable them to;

Values:

- V1.** Develop marketing strategies and plans to deliver organisational goals
- V2.** Be self-reliant and self-directed in identifying organisational issues and developing marketing planning strategies to address these
- V3.** Engage in marketing practices that are socially responsible and ethical

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.

Attribute	Brief Description	Focus
Knowledge, skills and competence	This course will engage students and empower them to continuously conduct critical analysis of the marketing environment that surrounds them through their daily lives.	High
Critical, creative and enquiring learners	This course encourages students to take initiative and engage in organisational issues through the development of marketing planning.	Medium
Capable, flexible and work ready	Graduates of this course will be able to engage with businesses, other students, academic staff and the general community when developing marketing strategies.	Medium
Responsible, ethical and engaged citizens	This course will ensure that students are able to make informed decisions, when developing marketing strategies that guide their social responsibility and ethical behaviour.	Medium

Learning Task and Assessment:

Course Outline (Higher Education)

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K5, S1, S2, S3, A1, A2, A3	Individual assessment which assesses marketing fundamentals, practices and theories.	Individual assignment - Short answer questions/ Case study	20-40%
K1, K2, K3, K4, K5, S1, S2, S3, A1, A2, A3	Group assessment which critically analyses and interprets a marketing situation through a report, essay and/or presentation	Group report/ Essay/ Presentation	20-40%
K1, K2, K3, K4, K5, S1, S2, S3, A2, A3	Individual marketing planning and strategy development that enable student to apply and contextualise marketing theory to the organisational environment.	Individual report/ Essay	40-60%

Adopted Reference Style:

APA