

# Unit Outline (Higher Education)

**Institute / School:** Institute of Innovation, Science & Sustainability

**Unit Title:** Marketing for Managers

**Unit ID:** BSMAN3008

**Credit Points:** 15.00

**Prerequisite(s):** Nil

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

**Exclusion(s):** Nil

**ASCED:** 080307

**Description of the Unit:**

*Marketing for Managers* introduces students to the principles underpinning marketing with an emphasis on strategic management decision-making. It considers both company and customer perspectives on key marketing concepts. Upon completion, students will be able to understand the role of marketing in business operations and the practical application of marketing strategy implementation via the marketing mix from a holistic approach. *Marketing for Managers* will also consider other aspects of marketing important for managers such as branding, technology and marketing research. This course will be presented within a context of social responsibility and sound business ethics while stressing the application of marketing concepts to authentic marketing situations.

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

**Work Experience:**

No work experience

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

**Course Level:**

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
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

**Unit Content:**

This course consists of the following topics:

Topics may include:

- Role of marketing within business operations
- Branding, Product, Consumers, Communication, Technology from both the customer perspective and company perspective.
- Marketing research and its importance in the marketing process
- Segmentation, Targeting and Positioning
- Innovative Marketing Strategy
- The marketing Mix and its application
- Social responsibility and ethics in marketing

**Learning Task and Assessment:**

Learning Outcomes Assessed	Assessment Tasks	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/Test	20-40%

**Adopted Reference Style:**

APA

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

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