

Course Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Course Title: MARKETING FOR MANAGERS

Course ID: BSMAN3008

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080307

Description of the Course:

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 concept of marketing strategy implementation via the marketing mix. *Marketing for Managers* will also consider other aspects of marketing important for managers; marketing research; legislation relevant to marketing and intellectual property protection. 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: Student is not undertaking work experience in industry.

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:

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:

This course consists of the following topics:

Topics may include:

- Role of marketing within business operations
- Branding from the customer perspective
- Branding from the company perspective
- Products from the customer perspective
- Products from the company perspective
- Customers from the customer perspective
- Customers from the company perspective
- Communications from the customer perspective
- Communications from the company perspective
- Technology from the customer perspective
- Technology from the company perspective
- Marketing research and its importance in the marketing process
- Social responsibility and ethics in marketing

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

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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