

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Introduction to Marketing

Unit ID: BUMKT1200

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): (BUMKT1501 and SPMAN1002)

ASCED: 080505

Description of the Unit:

This unit introduces students to the basic principles and practices of marketing. On completion of this unit, students should be able to understand the marketing environment and how consumers behave in it. Students will also be exposed to ethical issues in marketing, the foundations of marketing research and the marketing mix. 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 unit provides the foundation knowledge and skills for all other marketing units.

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 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	<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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

This unit 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
- 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

Unit Content:

Topics may include:

- Overview of Marketing
- Analysing the Marketing Environment
- Analysing of Consumer Behaviour
- Segmentation, Targeting and Positioning
- Marketing Research
- Ethics, Sustainability and CSR
- Product Strategy
- Services Strategy
- Price Strategy
- Place Strategy
- Promotion Strategy
- The Future of Marketing

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K4, S2, A1	Demonstrate knowledge of the unit material	Test	10-20%
K3, K4, S1, S2, S3, S4, A1, A2	Interpret a marketing situation through a report and/or presentation	Report and/or Presentation	30-50%
K1, K2, K4, K5, S2, S3, A1	Demonstrate knowledge and skills gained in the unit 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](#)