

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

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:

1. Overview of Marketing
2. Analysing the Marketing Environment
3. Analysing of Consumer Behaviour
4. Segmentation, Targeting and Positioning
5. Marketing Research
6. Ethics, Sustainability and CSR
7. Product Strategy
8. Services Strategy
9. Price Strategy
10. Place Strategy
11. Promotion Strategy
12. The Future of Marketing

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> Using effective verbal and non-verbal communication Listening for meaning and influencing via active listening Showing empathy for others Negotiating and demonstrating conflict resolution skills Working respectfully in cross-cultural and diverse teams. 	Not applicable	Not applicable
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> Creating a collegial environment Showing self-awareness and the ability to self-reflect Inspiring and convincing others Making informed decisions Displaying initiative 	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> Reflecting critically Evaluating ideas, concepts and information Considering alternative perspectives to refine ideas Challenging conventional thinking to clarify concepts Forming creative solutions in problem solving. 	Not applicable	Not applicable
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> Finding, evaluating, managing, curating, organising and sharing digital information Collating, managing, accessing and using digital data securely Receiving and responding to messages in a range of digital media Contributing actively to digital teams and working groups Participating in and benefiting from digital learning opportunities. 	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	Not applicable	Not applicable

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](#)