

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Introduction to Marketing

Unit ID: BUMKT1501

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): (SPMAN1002)

ASCED: 080505

Description of the Unit:

This unit introduces students to the basic principles and practices of marketing. On completion of this unit, student should be able to understand the marketing environment and how consumers behave in it. Students will also be exposed to the foundations of marketing research and the marketing mix. Here 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 orientation
- 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:

- The marketing concept and its evolution, including ethical issues
- The marketing system, environments and influencing variables
- Marketing's role within the organisation and the underlying principles and techniques for marketing decision-making, marketing planning, marketing research and the development of marketing strategies
- Market behaviour and analysis through an understanding of consumer behaviour and motivation, market segmentation, target marketing and positioning
- Using the marketing mix and associated concepts including the product life cycle, new product development, brands and packaging; pricing; distribution and supply; the communication process and the promotion mix

- Market organisation, control and evaluation of marketing performance to enable feedback into decision making process

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, interact 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. 	S4,	A2
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 	S2, S3, A1	A2
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 	K4, K5, S2, S4, A1, A2	A1, A2, A3

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
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 	K4	A2
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	Individual Test	10-20%
K3, K4, S1, S2, S3, S4, A1, A2	Critically analyse and interpret a marketing situation through a report and/or presentation	Individual OR Group Task	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](#)