

# Unit Outline (Higher Education)

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

**Unit Title:** MARKETING MANAGEMENT

**Unit ID:** BUMKT5902

**Credit Points:** 15.00

**Prerequisite(s):** Nil

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

**Exclusion(s):** Nil

**ASCED:** 080505

## Description of the Unit:

Marketing is a critical management function that needs to adapt to the rapid changes in the business environment caused by globalisation and digital disruption. These changes require a focus on innovation and relationship building to fulfil its core function of value creation by satisfying customers' needs with well-designed market offerings. A successful marketer is customer-centric and highly strategic, thus relies on data and consumer insights. This fundamental unit provides the basic marketing concepts and tools; students work interactively with each other and with the instructor to apply them to real-life marketing problems. The unit illustrates how marketing relates to other management functions to achieve organisational goals and objectives. Further, the rise in prominence of corporate governance has brought about greater emphasis on ethical marketing practices and marketing's role in developing corporate social responsibility programs.

**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	■	■	■	■	■	■
Intermediate	■	■	■	✓	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**
**Knowledge:**

- K1.** Understand how marketing principles apply to professional practice within a variety of areas such as commercial enterprises, not-for profit organisations, government and/or individuals
- K2.** Select appropriate secondary research to identify the impact of internal and external environments in a marketing situation to assist development of appropriate marketing strategies
- K3.** Determine and assess factors that influence consumer decision making to incorporate in marketing campaigns
- K4.** Specify the appropriate combination of the elements of the marketing mix, either on an individual basis or in an integrated manner, when compiling product marketing plans
- K5.** Determine the ethical and corporate responsibility frameworks for development of marketing plans or activities

**Skills:**

- S1.** Identify and analyse marketing issues and opportunities in a critical and meaningful way
- S2.** Investigate and critically evaluate marketing strategies to facilitate a business strategic plan
- S3.** Communicate marketing strategies, plans and activities, using clear and concise language, both orally and in written report.
- S4.** Reflect and apply ethical and corporate social responsibility principles in the marketing function.

**Application of knowledge and skills:**

- A1.** Select and employ appropriate marketing concepts to new and diverse situations
- A2.** Identify, plan and evaluate proposed marketing plans and present the results with responsibility and accountability

**Unit Content:**

Topics may include:

- The marketing concept and its evolution
  - The role of marketing in a modern business environment and how the marketing system interrelates with influencing variables
  - Current topical issues, including ethical considerations and green marketing
- Critical concepts of 'value exchange' and 'customer value'
- 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
- The forces affecting market dynamics and an introduction to consumer behaviour, market segmentation, target marketing and positioning.
- The elements of the marketing mix and associated concepts, such as, the product life cycle, new product development, brands and packaging, pricing, distribution and supply, advertising and communication

- The organisation, control and evaluation of the marketing activities within a firm

**Learning Task and Assessment:**

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3 S1, S2, S4	Demonstrate a critical understanding of Marketing based on the activities and material covered in class	Individual assignment	10-20%
K1, K2, K3, K4, K5 S1, S2,S3 A1,A2	Demonstrate application of marketing concepts and business acumen by examining practical issues	Group report and/or presentation	30-40%
K1, K2,K3,K4, K5 S3, S4 A1,A2	Demonstrate knowledge of key marketing concepts by applying them in different marketing situations	Exam	40-50%

**Adopted Reference Style:**

APA

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

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