

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

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:

- 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

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 high-level skills to effectively communicate, interact and work with others both individually and in groups Students will be required to display (in person and/or online) high-level skills in-person and/or online in: <ul style="list-style-type: none"> • Effective verbal and non-verbal communication via a range of synchronous and asynchronous methods • Active listening for meaning and influencing • High-level empathy for others • Negotiating and demonstrating extended 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 leadership skills and behaviours Students will be required to display skills in: <ul style="list-style-type: none"> • Creating, contributing to, and enabling collegial environments • Showing self-awareness and the ability to self-reflect for personal growth • Inspiring and enabling others • Making informed and evidence-based decisions through consultation with others • Displaying initiative and ability to solve problems 	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complex and ambiguous environments, using their imagination to create new ideas Students will be required to display skills in: <ul style="list-style-type: none"> • Reflecting critically on complex problems • Synthesising, evaluating ideas, concepts and information • Proposing alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts through deep inquiry • Proposing creative solutions in problem solving 	Not applicable	Not applicable
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work proficiently across a range of tools, platforms and applications to achieve a range of tasks Students will be required to display high-level skills in: <ul style="list-style-type: none"> • Finding, accessing, collating, evaluating, managing, curating, organising and appropriately and securely sharing complex digital information at a high-level • Receiving and responding to messages in a range of digital media • Using digital tools appropriately to conduct research • Contributing proficiently to digital teams and working groups • Participating in and utilising 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 think ethically and sustainably. Students will be required to display skills in: <ul style="list-style-type: none"> • The responsible conduct of research • Making informed judgments that consider the impact of devising solutions in multiple global economic environmental and societal contexts • Demonstrating commitment to social responsibility as a professional and a citizen • Generating research solutions which are sustainable, ethical, socially responsible and/or sustainable • Extending lifelong, life-wide and life-deep learning to be open to diverse others • Demonstrate extended 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, 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

Fed Cite - [referencing tool](#)