



UNIT OUTLINE

Introduction to Marketing

UNIT CODE AND TITLE	JM501 Introduction to Marketing
AUTHOR	Ros Fyffe
SCHOOL	School of Business
COURSE	Bachelor of Management
PRE-REQUISITE(S)	Nil
CO-REQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

The objective of this unit is 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. The unit will also emphasise the development of research, analytical, writing and presentation skills. On completion of this unit, students should have developed the following knowledge, skills and attitudes:

Knowledge

- Be able to explain marketing and its role in society and identify the principles that underpin marketing orientation
- Be able to describe the variety of marketing activities necessary to fulfil the marketing management process
- Acquire an understanding of the fundamental concepts and processes of marketing and the principles underlying the development of marketing strategies

Skills

- Select appropriate methods and tools for implementing marketing strategies
 - Solve marketing problems, and write essays and reports to an academic criteria about marketing
 - Differentiate between organisations that are marketing oriented and those that are not
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Attitudes

- Appreciate the marketing situations that can occur for a range of products, services and ideas, and the marketing practices of various organisations in the public and private sectors, including the not-for-profit organisations

CONTENT

- The marketing concept and its evolution, including ethical and topical 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 consumption and expenditure patterns, 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

LEARNING TASKS AND ASSESSMENT

Learning tasks	Assessment	Weighting
Individual contributions: practical application of theory through analysis of an organisation's approach to strategic marketing	Business report	25% - 35%
Group-based project: practical application of theory through analysis of an organisation's approach to managing the marketing mix	Group Presentations	25% - 35%
Demonstrate knowledge of key marketing theory and concepts and provide current market examples.	Formal Examination	35% - 45%

Additional assessment criteria

To achieve a pass in this unit all assessable tasks must be submitted. Students will need to complete and submit all assessable tasks in order to demonstrate an understanding and application of key marketing principles. The rationale for this requirement is based on ensuring that students can demonstrate proficiency in each assessable task and not rely upon a high score in any one task to prevent the completion of another task. The rationale supports the principle that all assessable tasks are important.

To achieve a pass in this unit a cumulative score of 50% or more is required. It is recommended that students attend 80% of tutorial classes. While there is no specific assessment requirement for attendance, active attendance and participation in tutorials may assist students who are marginally below the combined pass rate of 50% at the end of semester.

METHODOLOGY

The unit will introduce marketing topics and tutorials emphasise aspects of marketing consistent with the objectives of the unit. Case study analysis and presentations, classical and topical readings of articles (apart from those in the prescribed text), class exercises as well as video material of significant marketing practices will feature throughout the unit.

REFERENCES

- Kotler, P., Brown, L., Adams, S. & Armstrong, G. (2004), *Marketing*. 6th ed. Prentice Hall, Australia.
- McColl-Kennedy, J.R. & Kiel, G. C. (2000), *Marketing: A Strategic Approach*. Nelson Thomson, Australia.
- Miller, K.E. & Layton, R.A. (2000). *Fundamentals of Marketing*, 4th ed. Irwin-McGraw Hill, Sydney, Australia.
- Pride, W. M., Elliot, P., Rundle-Thiele, S., Waller, D., Paladino, A. & Ferrell, O. C. *Marketing: core concepts and applications*, (2006), John Wiley & Sons, Australia.
- Quester, P., McGuiggan, R., McCarthy, E. & Perreault, W. (2004), *Basic Marketing: Creating and Delivering Value*, 4th ed, McGraw-Hill, Australia.