



UNIT OUTLINE

Management Practice - Marketing

UNIT CODE AND TITLE	JM703 Management Practice – Marketing
AUTHOR	John Van Beveren
SCHOOL	School of Business
COURSE	Bachelor of Management
PREREQUISITE	Successful completion of ten units <ol style="list-style-type: none">1. A Credit grade point average or better in at least nine units as at the end of teaching period 1, Year 2.2. Successful completion of JN601 Management Skills, JM603 Marketing Research, JM501 Introduction to Marketing, JM602 Consumer Behaviour.
COREQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

On completion of this unit, students should be able to demonstrate the requisite skills and knowledge of a practicing marketing manager in the workplace and the ability to apply theoretical concepts to the workplace environment. Participants will also be expected to demonstrate critical analysis and the capacity to contribute to the resolution of marketing managerial problems within an organisation. They will also be expected to demonstrate the ability to review and reflect on the learning experience with reference to the managerial role and the topic area of the project undertaken. In addition, students will be expected to demonstrate an understanding of the values and attitudes required to successfully participate in the workforce.

It is also anticipated that participating students will develop an appreciation of the value of experience in the workplace and will strive to continually improve their knowledge of their chosen career in marketing.

This unit is designed to enable students to:

Knowledge

- Understand the role of marketing in the workplace
- Know the specific activities undertaken by marketing practitioners
- Demonstrate a knowledge of contemporary marketing functions
- Explain the practical application of marketing theoretical concepts learned to date
- Understand the integration of operational and strategic marketing activities within a business environment

Skills

- Develop appropriate high quality communication competencies
- Develop the ability to effectively research and present findings to a management team
- Engage in self-reflection and evaluation of the learning experience
- Develop the ability to think logically and 'look beyond the obvious'
- Develop a professional manner in all aspects

Values

- Appreciate the potential within each individual
- Value the opportunity to develop that potential
- Appreciate the integration of marketing with other parts of the organisation and functions external to the organisation
- Develop an appreciation for continual learning and personal and professional development

CONTENT

This is a practically based unit. Students will be required to work with a client organisation in the area of marketing for a period of 5 to 8 weeks full time or the equivalent. This period also includes the preparation of a detailed report for the host organisation and unit coordinator. Students will be expected to prepare a learning agreement between themselves and a nominated supervisor in the host organisation as well as an academic supervisor. The agreement will set out the type and nature of activities and/or project(s) to be undertaken as well as the learning objectives of the student. An individual oral presentation will also be made by each student participating.

LEARNING TASKS AND ASSESSMENT

Learning Task	Assessment (grading)	Weighting
Individual Report	Written Report	80%
Individual Presentation	Presentation	20%

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METHODOLOGY

This unit will require participants to attend pre-placement seminars on Professional Codes of Conduct, Ethics and Confidentiality. It is expected that participants will maintain weekly contact with the unit coordinator.

REFERENCES

There are no prescribed or recommended texts for this unit. However once the Learning Contract has been constructed, appropriate texts and research will be determined.