



UNIT OUTLINE

Applied Management Project: Marketing

UNIT CODE & TITLE	JM704 Applied Management Project: Marketing
AUTHOR	John Van Beveren
SCHOOL	School of Business
COURSE	Bachelor of Management
PREREQUISITE(S)	Successful completion of JM602 Consumer behaviour A 'C' grade point average or better by the end of Semester 1, Year 3. Successful completion of JM501 Introduction to Marketing, JM603 Marketing Research, JM602 Consumer Behaviour and one of JM601 Services Marketing, JM705 International Marketing, JM701 Marketing Communication, with concurrent enrolment in JM702 Marketing Strategy and Analysis
COREQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

On completion of this unit, students should be able to demonstrate the ability to integrate the knowledge and skills they have acquired in Marketing and the course, and apply them to an organisational problem requiring managerial decision - making. Students must be able to demonstrate that they can function effectively in a management team and that they can contribute to the management of a project team. Students must be able to produce original work in an appropriate format which demonstrates problem solving skills. They must be able to produce professional presentations and reports for industry clients and be able to review and reflect on the process and output of the project and demonstrate what they have learned from the experience. Participants should also value the learning experience and their ability to continually improve both personally and professionally.

It is also anticipated that particular 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 an operational and learning contract
- Understand appropriate Marketing strategies designed to meet organisational needs
- Define and explain the key components of a marketing project
- Understand appropriate monitoring and feedback mechanisms used by an organisation with regards to marketing implementation

Skills

- Analyse a specific project in depth
- Conduct research to effectively resolve the project
- Work effectively in a team environment
- Develop self discipline and confidence in a loosely defined consulting environment
- Be able to communicate options and outcomes to a management team
- Apply theoretical knowledge gained to a practical management situation

Attitudes

- Reflect on the learning experience and 'grow' as a result
- Appreciate the input that each team member can make
- Appreciate the benefit of creative and innovative team thinking

CONTENT

This is a practically based marketing unit. Students will be required to form groups of approximately four and select an appropriate marketing project topic in consultation with the unit co-ordinator and the industry client. Once formed, the groups will agree on a formal brief and contract, and be required to submit a proposal and workplan to undertake a marketing management consultancy project. Students will use actual industry, firm and organisational case situations where possible, otherwise projects will be devised which simulate actual case problems.

The contract will require students to undertake appropriate activities and prepare a Management consultancy report that should closely approximate the quality and extent one would expect from a professional firm for the same number of person -hours input.

Regular contact will need to be made between the student group, organisation representative and the academic supervisor whilst the project is being undertaken.

LEARNING TASKS AND ASSESSMENT

Learning Task	Assessment	Weighting
Interim Report	Written Interim Report	10%
Final Group Project Report	Written Report	35%
Final Group Presentation	Group Presentations To industry client	30%
Individual Oral Exam	Oral Examination	25%

METHODOLOGY

This unit will include formal seminars on ethics and confidentiality, progress discussion, weekly meetings, research and self directed learning.

REFERENCES

There are no formal texts required for this unit. However once the project is finalised, then necessary references will be determined.