



## UNIT OUTLINE

### Contemporary Issues in Marketing

---

<b>UNIT CODE AND TITLE:</b>	<b>JM 707 Contemporary Issues in Marketing</b>
<b>AUTHOR:</b>	Michael Enright
<b>SCHOOL:</b>	Business
<b>COURSE</b>	Bachelor of Management
<b>PREREQUISITES:</b>	JM 501 Introduction to Marketing and 1 level 7 unit
<b>COREQUISITE:</b>	Nil
<b>DURATION:</b>	One semester
<b>CREDIT POINTS:</b>	15

---

### OBJECTIVES

The subject *Contemporary Issues in Marketing* is a third year unit in the Bachelor of Business undergraduate degree course. Its broad objective is the development of an enhanced understanding of the nature, scope and dimensions of the marketing discipline within its broader business and social contexts.

The subject is designed to cater for students interested in the broader setting of the marketing construct and in the nature of research approaches to the domain. The unit introduces new concepts to students with an emphasis on reflective and critical theory approaches.

Within this broad unit objective, there are a number of specific objectives.

### **Knowledge**

- To explore the meaning, importance and function of marketing in organisations and in broader societal contexts
- To explore the origins of the marketing construct
- To examine the epistemological groundings from which emerges the marketing construct

### **Skills**

- To develop reflective insights into standard textual readings on marketing
- To develop an appreciation of the varieties of approaches to marketing found in other media; specifically, learned journals, digital sources and contemporary print media
- To develop skills in locating, understanding and integrating such materials into the student's observations of a particular industry, institution or market setting

## **Values and Attitudes**

- To understand the importance of the concept of the centrality of marketing amongst other organisational roles and function
- To develop critical perspectives on the role the marketing construct seeks to play in organisations and in society
- To develop critical thought on the marketing construct from moral, legal and ethical perspectives
- To understand the varieties of marketing available, their meanings and the uses that are made of them in organisations and society
- To develop decision-making skills consistent with an ethical application of the marketing function in contemporary society

The unit may be taken as part of the marketing honours programme.

## **CONTENT**

Using nine key topic areas, the subject contextualises marketing first within the organisational setting then within the broader societal setting.

1. the foundation beliefs (tenets) of marketing
2. why marketing claims organizational centrality
3. the production / sales / marketing / societal marketing continuum
4. the significance of master narratives in disciplines
5. the meanings / multiple definitions of marketing
6. marketing in everyday life and marketing as theory

7. marketing and professional status
8. scientific management and scientific marketing
9. moral, legal and ethical issues in business and in marketing

## **LEARNING TASKS AND ASSESSMENT**

<b>Learning task</b>	<b>Assessment</b>	<b>Weighting</b>
Individual contributions: practical application of theory	Written report, class participation	35 – 45%
Group-based project: practical application of theory	Written group report, class presentation	10 – 20%
Review of unit material	Test	40 - 50%

## **METHODOLOGY**

The subject runs for thirteen weeks. There are weekly lectures and tutorials, with a strong emphasis on student participation in both.

## REFERENCES

There is no specific text. Articles from current business journals, trade journals, consumer magazines and newspapers will be assigned at the start of the unit. In addition, the following references will provide further directed reading.

### References

Drummond, H. (2001) *The Art of Decision Making: Mirrors of Imagination, Masks of Fate*. Chichester, John Wiley and Sons.

Furesten, S. (1999). *Popular Management Books: How they are made and what they mean for organisations*. London, Routledge.

Griseri, P. (2002). *Management Knowledge: a Critical Review*. Basingstoke, Palgrave.

Strasser, S., McGovern, C. and Judt, M. (1998). *Getting and Spending: European and American Consumer Societies in the Twentieth Century*. Cambridge, The German

Historical Institute / Cambridge University Press.