



BUS104 INTRODUCTION TO MARKETING T318 - Brief

All information contained within this Subject Outline applies to all students enrolled in the trimester as indicated.

1. General Information

1.1 Administrative Details

| Associated HE Award(s) | Duration | Level | Subject Coordinator |
|--|-------------|---------|---|
| B Bus (Accg); B Bus (Mgt & Finance); Dip Acct; Dip Mgt | 1 trimester | Level 1 | Dr Evi Lanasier evi.lanasier@koi.edu.au P: 92833583 (Ext.156) L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment. |

1.2 Core / Elective

This is a core subject for all of the above courses.

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

| Subject Credit Points | Total Course Credit Points |
|-----------------------|--|
| 4 | Dip Acctg 32; Dip Mgt 32; BBus(Accg) 96; BBus (Mgt & Finance) 96 |

1.4 Student Workload

Indicated below is the expected student workload per week for this subject

| No. timetabled hours/week* | No. personal study hours/week** | Total workload hours/week*** |
|--|---------------------------------|------------------------------|
| 4 hours/week (2 hour Lecture + 2 hour Tutorial) | 6 hours/week | 10 hours/week |

* Total time spent per week at lectures and tutorials

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** Combination of timetable hours and personal study.

1.5 Mode of Delivery On-campus

1.6 Pre-requisites BUS100 Professional Business Skills

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: There are no specific resources required for this subject.

2 Academic Details









2.1 Overview of the Subject

The subject gives an introduction to marketing through consumer behaviour, marketing research, product planning, promotion planning including the use of digital media, distribution planning, product and service pricing. Cultural, ethical, sustainable and social implications for marketing strategies are examined.

2.2 Graduate Attributes for Undergraduate Courses

Graduates of the *Bachelor of Business (Accounting)*, and the *Bachelor of Business (Management and Finance)* courses from King's Own Institute will gain the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a bachelor's level degree are summarised below:

| | KOI Bachelor Degree Graduate Attributes | Detailed Description |
|---|---|--|
|  | Knowledge | Current, comprehensive and coherent knowledge |
|  | Critical Thinking | Critical thinking and creative skills to analyse and synthesise information and evaluate new problems |
|  | Communication | Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to others |
|  | Information Literacy | Information and technological skills for accessing, evaluating, managing and using information professionally |
|  | Problem Solving Skills | Skills to apply logical and creative thinking to solve problems and evaluate solutions |
|  | Ethical and Cultural Sensitivity | Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally |
|  | Teamwork | Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results |
|  | Professional Skills | Professional skills to exercise judgement in planning, problem solving and decision making |



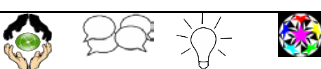

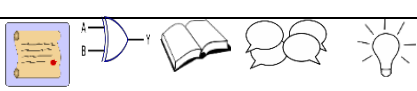
Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, stand-alone contexts.
- **Level 2 Intermediate** – Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects.
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

2.3 Subject Learning Outcomes

This is a Level 1 subject.

Listed below, are *key* knowledge and skills students are expected to attain by successfully completing this subject:

| Subject Learning Outcomes | Contribution to Course Graduate Attributes |
|--|---|
| a) Define and explain the basic concepts of marketing |  |
| b) Demonstrate understanding of the importance of branding in marketing and able to devise effective strategy to develop the brand |  |
| c) Demonstrate an awareness and understanding of ethical marketing perspectives |  |
| d) Identify and analyses marketing environment elements and effectively segment, target and position the potential market |  |
| e) Creatively develop marketing strategy based on sustainable, cultural and/or social implications. |  |

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Weekly Planner:

| Week (beginning) | Lecture Topics | Reading (s) | Tutorial Activities | Assessment Due |
|------------------|--|---------------|---|----------------|
| 1 05 Nov | What marketers should know | Chapter 1 | <ul style="list-style-type: none"> Assessment Brief Discussion: Chapter 1 Q2, Q4 and Q5 | |
| 2 12 Nov | Digital Marketing | Chapter 2 | <ul style="list-style-type: none"> Discussion: Chapter 2 Q1 and Q5 Class Activity on Social Media | |
| 3 19 Nov | Marketing Ethics, Sustainability and CSR | Chapter 3 | <ul style="list-style-type: none"> Discussion: Chapter 3 Q1 and Q2 Class Activity: ethical marketing | |
| 4 26 Nov | Analyzing the Marketing Environment | Chapter 4 | <ul style="list-style-type: none"> Discussion: Chapter 4 Q5 and Q7 Class Activity: SWOT analysis | |
| 5 03 Dec | Consumer Behavior and Marketing Research | Chapter 5 & 7 | <ul style="list-style-type: none"> Discussion: Chapter 7 Q4, and Q7 Class Activity – Marketing Research | |

| | | | | |
|---------------------------------|---|----------------|--|---|
| 6 10 Dec | Segmenting, Targeting and Positioning | Chapter 6 | <ul style="list-style-type: none"> • Discussion: Chapter 6 Q2 and Q7 • Class Activity: Segmentation Exercise | A2: Essay due Week 6, Sunday, 11.59pm |
| 7 17 Dec | Product, Services and Branding Decision | Chapter 8 & 10 | <ul style="list-style-type: none"> • Discussion: Chapter 8, Q4 and Q6 • Class Activity: Packaging Test | |
| 23 Dec 2018 – 06 Jan 2019 | Mid-trimester Break | | | |
| 8 07 Jan | Developing New Product | Chapter 9 | Discussion: Chapter 9 Q4 and Q10 Class Activity: new product idea | |
| 9 19 Jan | Pricing Concepts for Establishing Value | Chapter 11 | Marketing plan workshop | |
| 10 21 Jan | Supply Chain, Channel Management and Retail | Chapter 12 | Marketing plan workshop | |
| 11 28 Jan | Integrated Marketing Communication, Advertising and Public Relation | Chapter 13 | Chapter 11: Q1, Chapter 12: Q2 Chapter 13: Q6 Class Activity: Promotion exercise | A3: Marketing Report, due Week 11, Sunday 11.59pm |
| 12 04 Feb | Exam Revision | | Exam Discussion and Practice | |
| 13 11 Feb | Study Review Week | | | |
| 14 18 Feb | Final Exam Week | | Please see exam timetable for exam date, time and location | |
| 15 25 Feb | Student Vacation begins Enrolments for T119 open | | | |
| 16 04 Mar | Results Released 05 Mar 2019 Certification of Grades 08 Mar 2019 | | | |
| T119 begins 11 Mar 2019 | | | | |
| 1 11 Mar | Week 1 of classes for T119 Friday 08 Mar 2019 – Review of Grade Day for T318 – see Sections 2.6 and 3.6 below for more information. | | | |

2.7 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *On-campus lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorial participation is an essential component of the subject and contributes to the development of graduate attributes (see section 2.2 above). It is intended that specific tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.8 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

| Assessment Type | When assessed | Weighting | Learning Outcomes Assessed |
|----------------------------------|------------------------------------|-----------|----------------------------|
| Class Participation (Individual) | Week 2 – Week 11 | 10% | a, b, c, d, e |
| Essay (Individual) | Report: Week 6 Sunday by 11.59pm | 15 % | a, b, e |
| Marketing Report (Group) | Report: Week 11 Sunday by 11.59 pm | 25% | a, b, c, d, e |
| Final examination (3 hours) | Week 14 | 50% | a, b, d, e |

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.9 Prescribed and Recommended Readings

Prescribed Text:

Grewal, D., Levy, M., Matthew, S., Harrigan, P., Bucic, T. and Kopanidis, F. 2018. *Marketing*. 2nd ed. Sydney: McGraw-Hill.