



BUS104 INTRODUCTION TO MARKETING T325 BRIEF

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to 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 Steffi (Jianchun) LI jianchun.li@koi.edu.au P: +61 (2) 9283 3583 Level 7-11, 11 York Street 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 Acct 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 Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

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.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

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 achieve 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 from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's 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 a variety of audiences

	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 Graduate Attributes
a) Demonstrate comprehensive understanding of fundamental concepts of marketing	
b) Analyse the importance of branding in marketing and devise an effective strategy to develop the brand	
c) Adapt ethical frameworks to address marketing challenges perspectives to problems in business context	
d) Identify and analyse marketing environment elements and effectively segment, target and position the potential market	
e) Devise a 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)	Expected work as listed in Moodle
Week 1 27 Oct	Marketing: Creating Customer Value and Engagement	Ch.1	• Tutorial Discussions
Week 2 03 Nov	Company and Marketing Strategy	Ch.2	• Tutorial Discussions
Week 3 10 Nov	Analysing Marketing Environment and Managing Marketing Information	Ch.3 and Ch. 4	• Tutorial Discussions
Week 4 17 Nov	Consumer Markets and Buyer Behavior	Ch. 5 and Ch. 6	• Tutorial Discussions
Week 5 24 Nov	Customer Value–Driven Marketing Strategy	Ch.7	• Tutorial Discussions
Week 6 01 Dec	Marketing Mix: Product	Ch.8 and Ch. 9	• Tutorial Discussions
Week 7 08 Dec	Marketing Mix: Pricing	Ch. 10 and Ch.11	• Tutorial Discussions
Week 8 15 Dec	Marketing Mix: Marketing Channels	Ch. 12, and Ch. 13	• Tutorial Discussions
Week 9 05 Jan	Marketing Mix: Promotion	Ch.14, 15 and 16	• Tutorial Discussions
Week 10 12 Jan	Creating Competitive Advantage and The Global Marketplace	Ch.18 and Ch.19	• Tutorial Discussions
Week 11 19 Jan	Digital Marketing and Sustainable Marketing	Ch. 17 and Ch.20	Tutorial Discussions



Week (beginning)	Lecture Topics	Reading (s)	Expected work as listed in Moodle
Week 12 27 Jan (Tue)	Subject review		
Week 13 02 Feb	Study review week and Final Exam Week		
Week 14 09 Feb	Examinations Continuing students - enrolments for T126 open		Please see exam timetable for exam date, time and location
Week 15 16 Feb	Student Vacation begins New students - enrolments for T126 open		
Week 16 23 Feb	<ul style="list-style-type: none">• Results Released• Review of Grade Day for T325 – see Sections 2.6 and 3.2 below for relevant information.• Certification of Grades <p>NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.</p>		
T126 2 Mar 2026			
Week 1 02 Mar	Week 1 of classes for T126		

2.5 Teaching Methods/Strategies

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

- *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. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary 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.

2.6 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
Assessment 1: Class Participation (Individual)	Week 3 - Week 12	10%	a, b, c, d, e
Assessment 2: Formative Assessment (500 words)	Week 4	10%	a, d
Assessment 3: Individual Report (2000 words)	Week 6	25%	a, b, d
Assessment 4: Group Marketing Project, including: -Written report (3000 words) -Presentation	Week 9 Week 10 -11	25% 10%	a, b, c, d, e
Assessment 5: Individual Reflection Report (1500 words)	Week 12	20%	a, b, c, d

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.

Changes Made to the Subject Based on Feedback from Students and Teachers:

Allocated more time to plagiarism awareness, APA referencing style, searching academic journal articles, paraphrasing, and writing skills.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text:

Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing*, Global Edition. (19th ed.) Pearson Education Limited

Recommended Readings:

Abuljadail, M. Harmon, M. Ha, L. 2021. Beyond global youth culture : a cross national comparison of Youtube usage across the United States, Saudi Arabia and Taiwan. *International Journal on Media Management*. Vol. October, p. 1-25

Alola, AA. Eluwole, KK. Lasisi, TT and Alola, UV. 2021. Perspective of globalization and tourism as drivers of ecological in top 10 destination economies. *Environmental Science and Pollution Research*, Vol.28, Issue.24, pp 31607-31617

Crawford, MC & Di Benedetto, A .2021. *New Product Management*. 12th Edition. Mc Graw Hill Australia



Ghazali, I. Abdul-Rashi, SH. Md Dawal SZ. Aoyama. H. Sakundarini, N. Ho, FH. Herawan, SG. 2021. Green product preferences considering cultural influences : a comparison study between Malaysia and Indonesia. Management of Environmental Quality: An International Journal. Vol. 32, Issue.5, pp 1040-1063.

Kerin, R and Hartley. S. 2021. Marketing. 15th Edition. Mc Graw-Hill Australia.

Liu, Y and Shi, Y. 2020. Behind the scene : addressing dual pressure of product standardization and adaption in new product development in multinational operations. European Journal of Marketing. Vol. 54, Issue,5, p. 1061-1085

Matejowsky. T. 2020. What's all the buzz about? Jollibee, diaspora marketing, and next stage fast food globalization. Food & Foodways. Vol. 28, Issue.4, pp 274-296

Ulrich, K. Eppinger. S and Yang, M. 2020. Product Design and Development. 7th edition Mc Graw-Hill Australia

Journal articles:

Abuljadail, M. Harmon, M. Ha, L. 2021. Beyond global youth culture : a cross national comparison of Youtube usage across the United States, Saudi Arabia and Taiwan. International Journal on Media Management. Vol. October, p. 1-25

Alola, AA. Eluwole, KK. Lasisi, TT and Alola, UV. 2021. Perspective of globalization and tourism as drivers of ecological in top 10 destination economies. Environmental Science and Pollution Research, Vol. 28, Issue. 24, pp 31607-31617

Cho, S & Choi, G. 2019. Consumer Preferences toward product attribute of dietary supplements under mandatory food traceability systems in Korea. Journal of Food Marketing, Vol. 25, Issue.1, p. 92-109

Ghazali, I. Abdul-Rashi, SH. Md Dawal SZ. Aoyama. H. Sakundarini, N. Ho, FH. Herawan, SG. 2021. Green product preferences considering cultural influences : a comparison study between Malaysia and Indonesia. Management of Environmental Quality: An International Journal. Vol. 32, Issue.5, pp 1040-1063.

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Samiee, S & Chirapanda, S. 2019. International Marketing Strategy in Emerging-Market Exporting Firms. Journal of International Marketing, Vol. 27, Issue. 1, p. 20-37

Somson, P. McNally, RC and Chi-Ming, H. 2019. Consumer Perception toward Thai Rice : A cross cultural comparison between easterners and westerners. British Food Journal, Vol. 122, Issue.1, p. 151-169

Periodicals Recommendations:

- Ad News <http://www.adnews.com.au/>
- Australasian Marketing Journal (AMJ)
- B & T <http://www.bandt.com.au/home>
- Business Review Weekly <http://www.brw.com.au/>
- European Journal of Marketing
- International Journal of Research in Marketing
- Journal of Consumer Marketing
- Journal of Marketing Research

Useful Websites:



The following websites are useful sources covering a range of information useful for this subject. However, most are not considered to be sources of Academic Peer-Reviewed information. If your assessments require academic peer reviewed journal articles as sources, you need to access such sources using the Library database, EBSCOhost, or Google Scholar. Please ask in the Library if you are unsure how to access EBSCOhost.

- Australian Food News <http://www.ausfoodnews.com.au> Provides lots of 'easy read' articles focusing on the Australian Food industry – current trends and marketing as it affects the industry and consumers.
- Australian Marketing Institute (AMI) <http://www.ami.org.au> Provides information about codes of conduct etc. and access to topical articles
- Australian Market and Social Research Society (AMSRS) <http://www.amsrs.com.au/>
- Marketing Magazine <https://www.marketingmag.com.au/>
- Tourism Tasmania Marketing <https://www.tourismtasmania.com.au/marketing/campaigns> Various links show how Tourism Tasmania has identified target segments and developed marketing campaigns.