

RH1008 – MARKETING FUNDAMENTALS SUBJECT OUTLINE

SUBJECT DESCRIPTION

This subject focuses on the role of marketing within the overall business framework. The main elements of the marketing process covered in this subject include assessing the marketing environment, identifying the needs and wants of the target markets, understanding the buying behaviour of the target markets, product positioning, and targeting product, price, distribution and promotion to satisfy the needs and wants of the target market customers. The subject embraces the philosophy that marketing focuses on delivering value to customers in an ethical and sustainable manner that maintains and improves the well-being of the customer and society at large. The subject also considers the evolution of consumer markets as service dominated economies. The subject is held in the first trimester of a one year Diploma of Business, and is designed to provide you with a pathway to:

- further university studies in Business; or
- direct employment

Pre-requisites: Nil within the Diploma of Business program.

COURSE LEARNING OUTCOMES

- Demonstrate foundation knowledge necessary for advanced skill or paraprofessional work or further learning
- Analyse relevant concepts and techniques for making early career business decisions
- Evaluate data and resources in the context of relevant academic literature
- Apply critical thinking and solve problems to address issues in a range of business situations
- Convey information clearly and fluently in written and spoken form appropriate for their audience
- Apply basic technical skills, including numeracy, necessary for practice in business
- Demonstrate an awareness of ethical and social responsibility in business settings
- Demonstrate independent learning

SUBJECT LEARNING OUTCOMES

- Identify and evaluate marketing opportunities and threats in a global environment to sustain a viable business
- Identify and evaluate sources of information used to inform effective and ethical marketing decision making
- Analyse and evaluate target markets for goods and services, and devise a positioning approach for a selected target market
- Apply the consumer buying behaviour process and illustrate the impact of influencing factors on the process, including a marketer's ethical responsibilities
- Communicate marketing information persuasively and accurately in oral and written form utilising traditional and new technologies

LECTURER

TBA at the start of every study period.

CONTACT HOURS

Each subject in the Diploma of Business program requires a 130 hour workload of study-related participation, over the course of the ten week study period. The exact format of the teaching sessions for each study period may change, but they will usually consist of four hours face to face teaching and one hour of self-paced learning per week.

ASSESSMENT

Assessable items for all of the Diploma subjects may include essays; mid-trimester exams; group or individual presentations; final exams; workshop activities; online activities; group activities; business projects/reports and so on.

NOTE

- Minor variations might occur due to the continuous subject quality improvement process, and in case of minor variation(s) in assessment details, the subject outline represents the latest official information.
- A more detailed subject outline will be provided to each student prior to the commencement of every study period.