

Subject overview

This subject will introduce the techniques and the concepts that practicing marketers use to develop these products and campaigns. The subject will examine the evolution of marketing thought and the environment in which it operates. It will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. The subject introduces students to the ways in which marketers develop the elements of the Marketing Mix. This subject will also focus attention not just on the marketing techniques themselves, but also on the ethical issues that arise in connection with their use.

Learning Outcomes

Upon successful completion of this subject, students will be able to:

- Recognize the application of marketing principles in phenomena students see around them.
- Think analytically about these displays of marketing methods.
- Understand the processes and probable objectives of the manager who made the marketing decisions.

Assessment overview

- Exam 1 20% of total assessment
- Exam 2 20% of total assessment
- Written assignment (individual) 10% of total assessment
- Final Examination 50% of total assessment

Subject modules

- An Introduction to Marketing
- The Marketing Environment
- Consumer and Organizational Buyer Behaviour
- Market Segmentation, Targeting and Positioning
- The Nature of Products and Services
- Pricing
- Placement
- Marketing Communications and Advertising
- Public Relations, Sales Promotion and Selling
- New Marketing Trends
- Current topics in Marketing Managements
- Strategic and Marketing Planning

Required readings

- Pride, W.M., Elliott, G., Rundle-Thiele, S, Waller, D., Paladino, A., & Ferrell, O.C. (2006). *Marketing: Core concepts and applications*. Milton, Australia: John Wiley & Sons.

Questions?

If you have questions about any of the subject summaries, please contact us.