BS440

MARKETING MANAGEMENT AND FUNDRAISING

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
**Unit Name**: BS440  Marketing Management and Fundraising  
**Nominal Duration**: 12 weeks  
**Delivery Mode**: External  
**Workload**:  
<table>
<thead>
<tr>
<th>Topic content</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic readings, exercises, review of study materials</td>
<td>35 hours</td>
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<tr>
<td>Reading and private study</td>
<td>35 hours</td>
</tr>
<tr>
<td>Assignment preparation</td>
<td>50 hours</td>
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<td><strong>TOTAL</strong></td>
<td><strong>120 hours</strong></td>
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**Weight**: 10 credit points  
**Unit Coordinator**: D'Wayne Wigley  
**Teaching Staff**: D'Wayne Wigley  
**Co / Prerequisite Units**:  
- BS400  Christian Thinking on Management  
  OR  
  Permission of the Dean  
**Core / Elective**:  
- Graduate Certificate in Management: Elective  
- Graduate Diploma in Management: Core  

**Rationale**: Marketing is the most externally focused of all functional areas within an organisation. It is responsible for identifying the markets to be served and the products and services that the market requires, and establishes the necessary processes to interface between the customer and the organisation. Marketing also has major relevance to fundraising and is an essential tool in the organisation’s decision making process.  

A Book of Readings will be supplied.  

**Outcomes**: On completion of this unit, students will have provided evidence that they are able to:  
1. Analyse marketing concepts and formulate elementary marketing plans.  
2. Critically assess organisational and fundraising needs, market and opportunities.  
3. Illustrate the importance of involving your customer in the marketing process.  
4. Recommend target markets and the positioning of products and services.  
5. Critique and apply appropriate marketing strategies, in diverse situations.  
6. Implement fundraising as a strategically planned process for resource development.  
7. Guide the management of an organisation’s marketing activities.  
8. Incorporate Christian values, ethics and beliefs in the application of marketing and fundraising theory.  

**Content**:  
<table>
<thead>
<tr>
<th>Topic</th>
<th>Content</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>What is Marketing?</td>
</tr>
<tr>
<td>2</td>
<td>Strategic Planning and Marketing</td>
</tr>
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<td>3</td>
<td>The Global Marketing Environment</td>
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<td>4</td>
<td>Marketing Decision Making</td>
</tr>
<tr>
<td>5</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>6</td>
<td>Market Targeting and Segmentation</td>
</tr>
<tr>
<td>7</td>
<td>Managing the Marketing Mix – Product</td>
</tr>
<tr>
<td>8</td>
<td>Managing the Marketing Mix – Price</td>
</tr>
<tr>
<td>9</td>
<td>Managing the Marketing Mix – Place</td>
</tr>
<tr>
<td>10</td>
<td>Managing the Marketing Mix – Promotion</td>
</tr>
<tr>
<td>11</td>
<td>Fundraising Strategies</td>
</tr>
</tbody>
</table>
### Assessment

**Assessment Task #1 – Case Studies** (Relates to Outcomes 1-5)
This task will assist students to understand the fundamental concepts of marketing and to apply these concepts to organisational issues and problems. Students are required to answer all the questions provided in the text for the six cases selected.

- **Weighting:** 30%
- **Length:** 1000-1200 words (total)
- **Due Date:** Weeks 5, 9, 13

**Assessment Task #2 – Marketing Audit** (Relates to Outcomes 1-8)
This task requires students to select a firm, non-profit organisation or social issue of interest to you, and undertake a marketing audit. The report should include an executive summary, review and analysis of the current situation regarding the firm, organisation or social issue, and offer recommendations including market research and communication strategies.

- **Weighting:** 30%
- **Length:** 3000 words
- **Due Date:** Week 12

**Assessment Task #3 – Final Exam** (Relates to Outcomes 1-8)
This task will be emailed to students on the second last Friday of the semester, to complete and return to the lecturer by midnight of the following Sunday.

The exam consists of 15 short answer questions which relate only to the chapters covered in the study guide modules and do not require more than the text or study guides to answer them. You are not required to reference your answers in this exam.

- **Weighting:** 40%
- **Length:** 3 hours (nominal)
- **Due Date:** Week 16

### Academic & General Resource Requirements


### Journals

- *Journal of Consumer Behaviour* [ISSN 1479-1838]
- *Journal of Marketing Theory and Practice* [ISSN 1069-6679]
- *The Journal of Consumer Marketing* [ISSN 0736-3761]
- *Psychology and Marketing* [ISSN 0742-6046]

### Unit Summary

This unit is designed to emphasise the integration of marketing concepts into a coherent marketing plan. It goes beyond a “tools and tactics” approach to marketing, bringing ideas together to ensure the overall plan is target market focussed and internally consistent with the objectives, goals and ethics of the organisation.

This unit provides the foundational knowledge to effectively manage a marketing function, prepare a cohesive marketing plan, use marketing principles to establish the organisation’s future marketing direction and guide the organisation’s decisions in a sales and/or fund-raising environment. The unit is primarily oriented to not-for-profit organisations, but the principles are equally applicable to both profit and not-for-profit organisations.