



CHRISTIAN HERITAGE COLLEGE

**BZ103**

## **INTRODUCTION TO MARKETING**

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.

<b>Unit code</b>	BZ103			
<b>Unit name</b>	Introduction to Marketing			
<b>Associated higher education awards</b>	Diploma of Business Associate Degree in Business Bachelor of Business			
<b>Duration</b>	One semester			
<b>Level</b>	Introductory			
<b>Unit Coordinator</b>	D'Wayne Wigley			
<b>Core/Elective</b>	Core - Diploma of Business Core - Associate Degree in Business Core - Bachelor of Business			
<b>Weighting</b>	Unit credit points: 10 Course credit points: 80 - Diploma of Business 160 - Associate Degree in Business 240 - Bachelor of Business			
<b>Student workload</b>	<b>Face to face on site</b>	<b>External</b>		
	Contact hours	39	Engagement with study materials	90
	Reading, study, and preparation	59	Assignment preparation	60
	Assignment preparation	52	<b>TOTAL</b>	<b>150</b>
	<b>TOTAL</b>	<b>150</b>		
	Students requiring additional English language support are expected to undertake an additional 1 hour per week			
<b>Delivery mode</b>	Face to face on site External			
<b>Prerequisites/ Corequisites/ Restrictions</b>	Nil			
<b>Specialist resource requirements</b>	Nil			
<b>Prescribed text(s)</b>	Kotler, P. , Brown, L., Adam, S., Burton, S., & Armstrong, G. (2010). <i>Marketing</i> (8 <sup>th</sup> ed.). Frenchs Forest, NSW: Pearson Education.			

<p><b>Recommended readings</b></p>	<p><b>Books</b></p> <p>Aaker, D. A., Day, G. S., Kumar, V., &amp; Lawley, M. (2005). <i>Marketing research</i>. (Pacific Rim Ed.). Brisbane, QLD: John Wiley &amp; Sons.</p> <p>McCull-Kennedy, J., &amp; Kiel, G. (2000). <i>Marketing: A strategic approach</i>. Melbourne, VIC: Nelson ITP.</p> <p>Neal, C., Quester, P., &amp; Hawkins, D. (2004). <i>Consumer behaviour: Implications for marketing strategy</i> (4<sup>th</sup> ed.). Sydney, NSW: McGraw-Hill.</p> <p>Quester, P. G., McGuigan, R. L., Perreault, W. D., &amp; McCarthy, E. J. (2007). <i>Marketing: creating and delivering value</i> (5<sup>th</sup> ed.). Sydney, NSW: McGraw-Hill.</p> <p><b>Journals and Periodicals</b></p> <p><i>Journal of Advertising</i></p> <p><i>Journal of Small Business Management</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at <a href="http://www.biblegateway.com">http://www.biblegateway.com</a>. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p><b>Content</b></p>	<ol style="list-style-type: none"> <li>1. Marketing: Creating value</li> <li>2. Strategic planning and marketing</li> <li>3. The marketing environment</li> <li>4. Market research and MIS</li> <li>5. Consumer behaviour</li> <li>6. Market analysis</li> <li>7. Market targeting</li> <li>8. Product</li> <li>9. Price</li> <li>10. Place</li> <li>11. Promotion</li> <li>12. Selling</li> <li>13. Direct and online marketing</li> </ol>
<p><b>Learning outcomes</b></p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> <li>1. Define the fundamental concepts in marketing;</li> <li>2. Discuss basic marketing concepts and the principles of market research, segmentation, targeting and positioning in both commercial and non-profit contexts;</li> <li>3. Apply the “5 P’s” of product, price, place, promotion and people to routine marketing problems;</li> <li>4. Discuss marketing strategy with emphasis on ethical considerations that arise from the Biblical Christian perspective on business;</li> <li>5. Identify elements of a Biblical Christian worldview that are relevant to marketing theory and practice; and</li> <li>6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.</li> </ol>

<b>Assessment tasks</b>	<b>Task 1:</b> Five business case studies
	Word Length/Duration: 3000 words
	Weighting: 30%
	Learning Outcomes: 1, 2, 4-6
	Assessed: Weeks 2-8
	<b>Task 2:</b> Personal reflection on Business Foundations Conference OR Essay
	Word Length/Duration: 1200 words
	Weighting: 20%
	Learning Outcomes: 1-6
	Assessed: Week 11
	<b>Task 3:</b> Final examination
	Word Length/Duration: 3 hours
	Weighting: 50%
	Learning Outcomes: 1-5
	Assessed: Week 15

SAMPLE