



CHRISTIAN HERITAGE COLLEGE

**BZ550**

## **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.

<b>Unit code</b>	BZ550	
<b>Unit name</b>	Marketing Management and Fundraising	
<b>Associated higher education awards</b>	Graduate Certificate in Management Graduate Diploma in Management	
<b>Duration</b>	One semester	
<b>Level</b>	Postgraduate	
<b>Unit Coordinator</b>	D'Wayne Wigley	
<b>Core/Elective</b>	Elective - Graduate Certificate in Management Elective - Graduate Diploma in Management	
<b>Weighting</b>	Unit credit points: 10 Course credit points: 40 - Graduate Certificate in Management 80 - Graduate Diploma in Management	
<b>Student workload</b>	<b>Face-to-face on-site</b>	<b>External</b>
	Timetabled hours per week: N/A	Directed study hours per week: 6
	Personal study hours per week: N/A	Personal study hours per week: 4
	Total workload hours per week: N/A	Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
<b>Delivery mode</b>	External Full time Part time	
<b>Prerequisites/ Corequisites/ Restrictions</b>	Nil	
<b>Specialist resource requirements</b>	Nil	
<b>Prescribed text(s)</b>	Kotler, P., & Keller, K. L. (2011). <i>Marketing management with MyMarketingLab</i> . Harlow, GB: Pearson Education.  Additional readings will be supplied.	

<p><b>Recommended readings</b></p>	<p><b>Books</b></p> <p>Andreasen, A. R., &amp; Kotler, P. (2003). <i>Strategic marketing for non-profit organizations</i> (6<sup>th</sup> ed.). New Jersey, NJ: Pearson.</p> <p>Chaffey, D., Ellis-Chadwick, F., Johnston, K., &amp; Mayer, R. (2012). <i>Digital marketing: Strategy, implementation and practice</i>. Harlow, GB: Financial Times Prentice Hall.</p> <p>Chewning, R. C. (1990). <i>Biblical principles and business: The practice</i> (Christians in the marketplace series, v3). Colorado Springs, CO: NavPress.</p> <p>Hooley, G. J., Nicoulaud, B., &amp; Piercy, N. (2013). <i>Marketing strategy and competitive positioning</i>. Harlow, GB: Financial Times Prentice Hall.</p> <p>Kotler, P., Hessekeil, D., &amp; Lee, N. R. (2012). <i>Good works: Marketing and corporate initiatives that build a better world... and the bottom line</i>. New York, : John Wiley &amp; Sons Inc.</p> <p>Kotler, P., Kartajaya, H., &amp; Setiawan, I. (2010). <i>Marketing 30: From products to customers to the human spirit</i>. Chichester, GB: John Wiley &amp; Sons Ltd.</p> <p>Kotler, P., &amp; Keller, K. (2008). <i>Marketing management</i> (13<sup>th</sup> ed.).New Jersey: Prentice Hall.</p> <p>Quester, P. G., McGuiggan, 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>Reising, R. L. (2006). <i>Church marketing 101: Preparing your church for greater growth</i>. Grand Rapids, MI: Baker Books.</p> <p><b>Journals and Periodicals</b></p> <p><i>Journal of Consumer Behaviour</i></p> <p><i>Journal of Marketing Theory and Practice</i></p> <p><i>The Journal of Consumer Marketing</i></p> <p><i>Psychology and Marketing</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. What is marketing?</li> <li>2. Strategic planning and marketing</li> <li>3. The global marketing environment</li> <li>4. Marketing decision making</li> <li>5. Consumer behaviour</li> <li>6. Market targeting and segmentation</li> <li>7. Managing the marketing mix: product</li> <li>8. Managing the marketing mix: price</li> <li>9. Managing the marketing mix :place</li> <li>10. Managing the marketing mix :promotion</li> <li>11. Fundraising strategies</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. Analyse marketing concepts and develop marketing plans;</li> <li>2. Critically assess organisational and fundraising needs, market and opportunities;</li> <li>3. Analyse customer behaviour in the marketing process;</li> <li>4. Evaluate target markets and the positioning of products and services;</li> <li>5. Critique and apply appropriate marketing strategies in complex and diverse situations;</li> <li>6. Critically review fundraising as a strategically planned process for resource development;</li> <li>7. Develop marketing strategy in different organisational contexts;</li> <li>8. Reflect on case study feedback to identify strengths and areas for improvement;</li> <li>9. Incorporate biblical Christian values, ethics and beliefs in the application of marketing and fundraising theory; and</li> <li>10. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.</li> </ol>
<p><b>Assessment tasks</b></p>	<p><b>Task 1:</b> Three business case studies</p> <p>Word Length/Duration: 1100 words each</p> <p>Weighting: 30%</p> <p>Learning Outcomes: 1-5, 9, 10</p> <p>Assessed: Weeks 5, 9, 13</p> <p><b>Task 2:</b> Business report (Marketing audit)</p> <p>Word Length/Duration: 3000 words</p> <p>Weighting: 30%</p> <p>Learning Outcomes: 1-10</p> <p>Assessed: Week 12</p> <p><b>Task 3:</b> Final examination</p> <p>Word Length/Duration: 3 hours</p> <p>Weighting: 40%</p> <p>Learning Outcomes: 1-9</p> <p>Assessed: Week 15</p>