

MKTG 7008 CREATING MARKETS

Credit Points 10

Legacy Code 200732

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Description Understanding markets is central to the effective management of the marketing system. This unit is designed to provide a framework for exploring well-established, current, and emerging topics in consumer and organisational buyer behaviour. An applied approach is used to explore how buyers (from different organisational, social and culturally diverse backgrounds) behave and how strategic marketing efforts can be adapted to create value in different markets.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 8734 - Buyer Behaviour

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Illustrate how the different disciplines (psychology, anthropology, sociology and economics) explain the basis of buyer behaviour within both consumer and organisational contexts
2. Identify and evaluate how diverse cultural and social contexts influence interactions between organisational and consumer buyer behaviour.
3. Demonstrate how the activities between customer and organisational behaviour influence marketing strategies and options for value creation.

Subject Content

Overview of market behaviour
Organisational buying behaviour
Consumer Decision Making Processes
Creating value in different markets
Cultural, social and psychological influences
Economic Influences
Organisational influences
Building Relationships
Market Trends

Teaching Periods