

MKTG 0001 MARKETING SKILLS

Credit Points 10

Legacy Code 201035

Coordinator Sabina Yasmin ([https://directory.westernsydney.edu.au/search/name/Sabina Yasmin/](https://directory.westernsydney.edu.au/search/name/Sabina%20Yasmin/))

Description This subject delivers an overview of the marketing process and how it works within the business environment. Marketing segmentation and market positioning, new product development branding, channels, promotion and advertising plus the concept of marketing as a social system are areas of study. The subject provides a broad overview and a general understanding of marketing concepts and marketing within a social context.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 0 Preparatory subject

Restrictions

Students must be enrolled in 2845 Masters Qualifying Program with Business English.

Learning Outcomes

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

1. Identify important marketing concepts and frameworks;
2. Apply marketing concepts and frameworks to case based situations;
3. Demonstrate how marketing creates value in a societal context; and
4. Demonstrate English language skills in the key IELTS test areas: writing, speaking, listening and reading.

Subject Content

- Marketing concepts and terminology
- Market segmentation and target markets
- Buyer behaviour
- Marketing as a social system

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type | Length | Percent | Threshold | Individual/ Group Task |
|------------|---------------------------|---------|-----------|---------------------------|
| Report | 1,500 Words | 40 | N | Individual |
| Portfolio | 1000 Words equivalency | 40 | N | Individual |
| Final Exam | 1 hour | 20 | Y | Individual |

Teaching Periods

Quarter 2 (2022)

Parramatta City - Macquarie St

Day

Subject Contact Hossain Mohammed ([https://directory.westernsydney.edu.au/search/name/Hossain Mohammed/](https://directory.westernsydney.edu.au/search/name/Hossain%20Mohammed/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG0001_22-Q2_PC_D#subjects)

Quarter 4 (2022)

Parramatta City - Macquarie St

Day

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Sydney City Campus Quarter 4 (2022)

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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Quarter 2 (2023)

Parramatta City - Macquarie St

On-site

Subject Contact Hossain Mohammed ([https://directory.westernsydney.edu.au/search/name/Hossain Mohammed/](https://directory.westernsydney.edu.au/search/name/Hossain%20Mohammed/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG0001_23-Q2_PC_1#subjects)

Sydney City Campus Quarter 2 (2023)

Sydney City

On-site

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Quarter 4 (2023)

Parramatta City - Macquarie St

On-site

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