MKTG 1006 MARKETING PRINCIPLES

Credit Points 10

Legacy Code 200083

Coordinator Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

Description Marketing Principles is an introductory marketing course that delivers an overview of the marketing process and how it works within the field of business. This subject examines how organisations use marketing decisions to satisfy customer needs and deliver value, with a focus on the impact of digital technology. Areas of study include market segmentation and positioning; product decisions and branding; customer decision processes, omnichannel marketing; digital marketing communications; pricing strategies; and customer insights The subject provides a foundation for those students in the marketing major; however, it also provides a broad overview for those who seek a general understanding of marketing practice and theory.

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 1 subject

Equivalent Subjects MKTG 1008 - Marketing Principles (UWSC) MKTG 1007 - Marketing Principles (Creative Industries)

Learning Outcomes

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

1. Identify important marketing concepts, frameworks and theories.
2. Apply marketing concepts, theories and frameworks to different case situations.
3. Recognise the importance of customer relationships within marketing situations
4. Demonstrate how marketing creates value in a societal context and for non-profit organisations.

Subject Content

1. Marketing concepts and terminology
2. Understanding the market and marketing channels
3. Marketing research and customer insights.
4. Market segmentation and target markets.
5. Customer behaviour
6. Designing marketing mix strategies.
7. Digital communications

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	2000 words	30	N	Individual
Portfolio	3 learning activities. 1000 word equivalency	35	N	Individual
Final Exam	2 hours	35	Y	Individual

WSU Online Trimesters

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	2000 words	30	N	Individual
Portfolio	3 learning activities. 1000 word equivalency	35	N	Individual
Final Exam	2 hours	35	Y	Individual

Prescribed Texts

- Armstrong, G, Adam, S, Denize, S & Kotler, P Principles of marketing, latest edition, Pearson, Melbourne, VIC.

Teaching Periods

Autumn (2022)

Bankstown
Day
Subject Contact Daniela Spanjaard (https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-AUT_BA_D#subjects)

Campbelltown
Day
Subject Contact Daniela Spanjaard (https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-AUT_CA_D#subjects)

Online
Online
Subject Contact Daniela Spanjaard (https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-AUT_ON_O#subjects)

Parramatta City - Macquarie St
Day
Subject Contact Daniela Spanjaard (https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-AUT_PC_D#subjects)

WSU Online TRI-1 (2022)
Wsu Online
Online
Subject Contact Matthew Kelly (https://directory.westernsydney.edu.au/search/name/Matthew Kelly/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-OT1_OW_O#subjects)

Sydney City Campus - Term 1 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-SC1_SC_D#subjects)

Spring (2022)
Online
Online
Subject Contact Daniela Spanjaard (https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-SPR_ON_O#subjects)

Parramatta City - Macquarie St
Day
Subject Contact Daniela Spanjaard (https://directory.westernsydney.edu.au/search/name/Daniela Spanjaard/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-SPR_PC_D#subjects)

WSU Online TRI-3 (2022)
Wsu Online
Online
Subject Contact Lisa Rohanek (https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-OT3_OW_O#subjects)

Sydney City Campus - Term 3 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_22-SC3_SC_D#subjects)

Autumn (2023)
Bankstown City
On-site
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-AUT_BK_1#subjects)

Online
Online
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-AUT_ON_2#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Tendai Chikweche (https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-AUT_PC_1#subjects)

Sydney City Campus - Term 1 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-SC1_SC_1#subjects)

WSU Online TRI-2 (2023)
Wsu Online
Online
Subject Contact Lisa Rohanek (https://directory.westernsydney.edu.au/search/name/Lisa Rohanek/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-OT2_OW_2#subjects)

Spring (2023)
Online
Online
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-SPR_ON_2#subjects)

Parramatta City - Macquarie St
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-SPR_PC_1#subjects)

Sydney City Campus - Term 3 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG1006_23-SC3_SC_1#subjects)