

MKTG 1008 MARKETING PRINCIPLES (WSTC)

Credit Points 10

Legacy Code 700001

Coordinator Bader Unnisa Mehdi ([https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/](https://directory.westernsydney.edu.au/search/name/Bader%20Unnisa%20Mehdi/))

Description Marketing Principles is an introductory marketing subject 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. Areas of study include market segmentation and positioning; market planning; product decisions and new product development; branding; customer decision processes, channels of distribution; promotion and advertising; pricing strategies; and customer information management. 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 the topic.

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 1006 - Marketing Principles
MKTG 1007 - Marketing Principles (Creative Industries)

Restrictions

Students must be enrolled at Western Sydney University, The College. Students enrolled in extended diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

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. Illustrate the contribution of marketing to achieving business objectives
4. Demonstrate an understanding of how marketing creates value in a societal context and for non-profit organisations.
5. Express and debate ideas on a broad range of marketing issues.

Subject Content

marketing concepts and terminology;
environmental analysis and decision aids;
marketing research and information systems;
market segmentation and target markets;
buyer behaviour;
designing a marketing mix; and
marketing strategies, planning and implementation.

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
Presentation	Group Project 25 (1000 words) Presentation (20 minutes)		N	Group
Essay	1500 words	25	N	Individual
Final Exam	2 hours	50	Y	Individual

Teaching Periods

Term 1 (2022)

Bankstown

Day

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Parramatta City - Macquarie St

Day

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Term 2 (2022)

Bankstown

Day

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Term 3 (2022)

Bankstown

Day

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Day

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Term 1 (2023)

Bankstown City

On-site

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Term 2 (2023)

Bankstown City

On-site

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