

# MKTG 7008 CREATING MARKETS

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**Credit Points** 10

**Legacy Code** 200732

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**Description** Understanding markets is central to the effective management of the marketing system. This subject 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