

MKTG 1014 MARKETING IN ACTION

Credit Points 10

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Description Organisations must contend with navigating today's complex, competitive, and digitally influenced environment. Marketing plays a vital role within this dynamic setting by effectively meeting changing customer needs through value co-creation. This subject offers a practical and engaging introduction to the world of marketing, applying marketing concepts to develop customer-focused strategies using marketing mix elements. With real-world applications emphasizing the growing importance of marketing technology, students will be introduced to the practical use of tools to support the implementation of marketing strategies in for-profit and not-for-profit organisations. The subject emphasises the importance of ethical behaviour and the societal impact of modern marketing.

School Business

Discipline Marketing

Student Contribution Band

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

Level Undergraduate Level 1 subject

Equivalent Subjects MKTG 1006

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Evaluate key marketing concepts, and recognise their application in real-world scenarios
2. Explain the role of marketing in value creation and innovation within business contexts
3. Apply basic marketing technologies to communicate and support customer-focused marketing activities
4. Work in teams to assess the impact of social marketing and ethical behaviour on marketing performance

Subject Content

1. Conceptualising Marketing
2. Marketing Technologies and Innovation Overview
3. Value Creation in Marketing
4. Consumer Behaviour
5. Market Forces and Customer Value
6. Product and Pricing Strategies
7. Marketing Channels
8. Integrated Marketing Communications
9. Strategic Marketing Planning
10. Social Marketing and Ethics in Marketing