

BUS105 Marketing Essentials

School: School of Business and Creative Industries

2024 | Semester 1

UniSC Sunshine Coast

UniSC Moreton Bay

UniSC Caboolture

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Marketing plays an important role in society. It is necessary for public and private sectors and profit and non-profit organisations. This course is designed for anyone curious about what marketing is and how it influences individuals, groups and communities. In this course, you will learn that marketing is much more than selling and advertising and involves a range of activities designed to create, communicate and facilitate the responsible exchange of value between stakeholders.

1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|--|-------|----------------|-----------|
| BLENDED LEARNING | | | |
| Learning materials – Asynchronous (pre-recorded) videos and associated online activities. | 1hr | Week 1 | 12 times |
| Tutorial/Workshop 1 – Synchronous (live) face to face workshops. | 2hrs | Week 1 | 12 times |
| ONLINE | | | |
| Learning materials – Asynchronous (pre-recorded) videos and associated online activities. | 1hr | Week 1 | 12 times |
| Tutorial/Workshop 1 – Synchronous (live) online workshops. | 2hrs | Week 1 | 12 times |

1.3. Course Topics

- Introduction to marketing, the marketing environment and marketing analytics
- Sustainable marketing
- Buyer behaviour
- Segmentation, targeting, differentiating and positioning
- 4Ps: Products, pricing, placement and promotions

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES | GRADUATE QUALITIES MAPPING | PROFESSIONAL STANDARD MAPPING * |
|---|--|---|
| On successful completion of this course, you should be able to... | Completing these tasks successfully will contribute to you becoming... | Association to Advance Collegiate Schools of Business |
| 1 Exhibit marketing acumen and radical creativity. | Creative and critical thinker | PC1.2, PC3.1 |
| 2 Analyse and harmonise marketing theory and practice. | Empowered | PC2.1, PC3 |
| 3 Cultivate marketing knowledge and skills to be career ready. | Knowledgeable | PC6, PC6.2 |

* Competencies by Professional Body

| CODE | COMPETENCY |
|---|--------------------------------|
| ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS | |
| PC1.2 | Oral Communication |
| PC2.1 | Teamwork |
| PC3 | Creative and Critical Thinking |
| PC3.1 | Problem Solving |
| PC6 | Career-ready |
| PC6.2 | Discipline Knowledge |

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Advice and tips on how to approach the course and assessment will be provided during the early weeks of the semester. There will be dedicated workshops for each assessment task. Early feedback will also be provided via Assessment Task 1.

6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WEIGHTING % | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---------------|----------|---------------------|---------------------|-------------|--------------------------------|-----------------------|--|
| All | 1 | Artefact - Creative | Individual | 30% | 5 minutes | Week 4 | Online Assignment Submission with plagiarism check |
| All | 2 | Written Piece | Individual or Group | 30% | 800 words | Week 8 | Online Assignment Submission with plagiarism check |
| All | 3 | Written Piece | Individual | 40% | 2,200 words | Week 13 | Online Assignment Submission with plagiarism check |

All - Assessment Task 1: Product concept pitch

| | | | |
|------------------|---|--|----------------------------------|
| GOAL: | You are to create a persuasive pitch for your own innovative, new product concept that addresses a gap that you have identified in the market. | | |
| PRODUCT: | Artefact - Creative | | |
| FORMAT: | As an emerging business professional, it is vital that you can analyse the macroenvironment, identify a gap in the market, create an innovative, new product concept to address that gap and then persuasively pitch your product concept to potential investors. This digital presentation is an individual assessment task. | | |
| CRITERIA: | No. | | Learning Outcome assessed |
| | 1 | Analysis of the macroenvironment and identification of a gap in the market | 1 |
| | 2 | Creation of an innovative, new product concept to address the identified gap | 1 |
| | 3 | Persuasive digital presentation skills | 1 |

All - Assessment Task 2: Emerging trend

| | |
|-----------------|--|
| GOAL: | You are to identify and analyse an emerging trend and link it to marketing theory. |
| PRODUCT: | Written Piece |
| FORMAT: | Marketing is dynamic with new trends constantly emerging. The ability to identify and analyse an emerging trend and connect the trend to marketing theory is important for all business professionals. This written piece may be completed as an individual or as a group assessment task. |

| CRITERIA: | No. | Learning Outcome assessed | |
|-----------|-----|--|---|
| | 1 | Identification and analysis of an emerging trend using a range of credible information sources | 2 |
| | 2 | Linking of the emerging trend to relevant marketing theory | 2 |
| | 3 | Effective and engaging written communication skills | 2 |

All - Assessment Task 3: Marketing portfolio

| GOAL: | You are to demonstrate and reflect on your marketing knowledge and skills to be career ready. | | |
|-----------------|---|---|---------------------------|
| PRODUCT: | Written Piece | | |
| FORMAT: | As an emerging business professional, it is important that you cultivate your marketing knowledge and skills from the outset of your university studies. This written piece is an individual assessment task. | | |
| CRITERIA: | No. | | Learning Outcome assessed |
| | 1 | Demonstration of marketing knowledge and skills | 3 |
| | 2 | Reflection on marketing knowledge and skills | 3 |
| | 3 | Effective written communication skills | 3 |

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

| REQUIRED? | AUTHOR | YEAR | TITLE | EDITION | PUBLISHER |
|-------------|--|------|-------------------------|---------|-----------|
| Recommended | Armstrong G, Denize S, Volkov M, Adam S, Kotler P, Ang S, Love A, Doherty S and Van Esch P | 2021 | Principles of Marketing | 8th edn | Pearson |

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au