



COURSE OUTLINE

BUS105 Marketing Essentials

Course Coordinator: Maria Raciti (mraciti@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast
USC Moreton Bay

ON CAMPUS

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 the USC website 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 and is a central function of any organisation. It is necessary in public and private, and profit and non-profit sectors. As such, this course is not just designed for marketing and business students, but for anyone interested in developing an understanding of how marketing influences you daily. 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 numerous stakeholders.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 1	12 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	12 times
Lecture – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

Introduction to marketing

The marketing environment

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	PC3 - Creative and Critical Thinking PC3.1 - Problem Solving
2 Analyse and harmonise an emerging trend with marketing theory and practice.	Empowered	PC1.2 - Oral Communication PC2.1 - Teamwork
3 Cultivate marketing knowledge and skills to be career ready.	Knowledgeable	PC6 - Career-ready PC6.2 - Discipline Knowledge

5. Am I eligible to enrol in this course?

Refer to the [USC 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	20%	5 minutes	Week 4	Online Assignment Submission with plagiarism check
All	2a	Artefact - Creative	Group	25%	10 minutes	Week 8	Online Assignment Submission with plagiarism check
All	2b	Written Piece	Individual	10%	800 words	Week 8	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative	Individual	45%	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:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Analysis of the macroenvironment and identification of a gap in the market</td> <td>1</td> </tr> <tr> <td>2</td> <td>Creation of an innovative, new product concept to address the identified gap</td> <td>1</td> </tr> <tr> <td>3</td> <td>Persuasive digital presentation skills</td> <td>1</td> </tr> </tbody> </table>	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	
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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 2a: Analysis of an emerging trend

GOAL:	You are to analyse an emerging trend, link it to marketing theory and predict its implications for marketing practice.																
PRODUCT:	Artefact - Creative																
FORMAT:	Marketing is dynamic with new trends constantly emerging. The ability to analyse an emerging trend, connect the trend to marketing theory and then predict its implications for marketing practice is important for all business professionals. As business professionals typically work in teams, this digital presentation is a group assessment task.																
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Analysis of an emerging trend using a range of credible information sources</td> <td>2</td> </tr> <tr> <td>2</td> <td>Linking of the emerging trend to relevant marketing theory</td> <td>2</td> </tr> <tr> <td>3</td> <td>Predicting the implications of the emerging trend for marketing practice</td> <td>2</td> </tr> <tr> <td>4</td> <td>Effective and engaging digital presentation skills</td> <td>2</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	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	Predicting the implications of the emerging trend for marketing practice	2	4	Effective and engaging digital presentation skills	2	
No.		Learning Outcome assessed															
1	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	Predicting the implications of the emerging trend for marketing practice	2															
4	Effective and engaging digital presentation skills	2															

All - Assessment Task 2b: Teamwork reflective journal

GOAL:	You are to reflect on your Task 2a teamwork experience.		
PRODUCT:	Written Piece		
FORMAT:	Business professionals typically work in teams, and reflecting on your experiences will strengthen your teamwork capabilities. As part of this teamwork reflective journal, you will rate yourself and your team members contributions to Task 2a.		
CRITERIA:	No.		Learning Outcome assessed
	1	Effective teamwork	2
	2	Effective written communication skills	2

All - Assessment Task 3: Marketing portfolio

GOAL:	You are to cultivate your marketing knowledge and skills to be career ready.		
PRODUCT:	Artefact - Creative		
FORMAT:	As an emerging business professional, it is important that you cultivate your marketing knowledge and skills from the outset of your university studies. In your marketing portfolio you will demonstrate and reflect upon marketing knowledge and skills you have acquired and how these will help you to achieve your career goals. Your marketing portfolio is an individual task that will be presented in Microsoft Sway.		
CRITERIA:	No.		Learning Outcome assessed
	1	Acquisition of and reflection upon marketing knowledge and skills	3
	2	Engaging digital artefact 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. Directed study hours may vary by location. 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 Blackboard 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	PUBLISHER
Required	Armstrong G, Denize S, Volkov M, Adam S, Kotler P, Ang S, Love A, Doherty S and Van Esch P.	2021	Principles of Marketing	Pearson Australia

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 Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

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. 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.

10.5. 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.

10.6. 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.

10.7. 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
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au