

SBM2102 Marketing and Business Communication

Unit description

SBM2102 Marketing and Business Communication provides theoretical and practical knowledge in marketing at a strategic level, the importance of social media as an integral part of marketing strategies as well as incorporating professional business communication throughout the development and the implementation of the strategies.

This unit is a core unit in the GradCertBM, GradDipBM and MBA programs.

Learning outcomes

On successful completion of this unit, students will be able to:

- [ULO1] Demonstrate an understanding of planning processes underlying the strategic marketing of projects and programs.
- [ULO2] Develop and assess project and program business cases.
- [ULO3] Align project and program objectives with organisational strategies and priorities.
- [ULO4] Identify and expertly use different social media monitoring tools to communicate.
- [ULO5] Produce a comprehensive business written report.
- [ULO6] Present ideas in front of large audiences and demonstrate problem-solving skills during presentations and in discussion

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Summary

Credit Points	6
Courses	GradCertBM, GradDipBM, MBA
Total Credit Points	GradCertBM: 21 credit points; GradDipBM: 39 credit points; MBA: 69 credit points
Pre-Requisites	nil
Co-Requisites	nil
Other Requirements	nil
Unit Level	Core
Duration	One semester
Mode of Delivery	On-campus face-to-face, online
Assessment	Unit project – Part A: 15%; Mid-semester test: 20%; Unit project – Part B: 15%; Unit Project – Part C: 15%; Viva voce; 15%; Examination: 20%
Prescribed Textbook	Chitty, W., Luck, E., Barker, N., Valos, M., Shimp, T. A., and Andrews, J. C. (2014). Integrated Marketing Communications (4th ed.). South Melbourne, VIC: Cengage Learning Australia.
Expected student workload	Four hours timetabled classes and four hours personal study