

Unit of Study: BUS2006 Marketing and Sales Management

Trimester 3, 2022

Overview:

The unit introduces students to the world of modern marketing and sales – creating and delivering value in both profit and non-profit organisations. The unit also examine strategic marketing planning and analysis within a dynamic environment, buying behaviour, target market selection and marketing mix strategies as well as sales management.

The assessment of the unit provides an opportunity for the students to develop their skills in marketing plan by designing the four elements of marketing: product, price, place and promotion.

Course(s)	Diploma of Business (DipBUS) Bachelor of Business (BBUS) Diploma of Business Information Systems (DipBIS) Bachelor of Business Information Systems (BBIS)
Credit Points	6 Credit points
Duration	12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)
Level	Undergraduate Introductory
Student Workload	Students should expect to spend approximately 10 hours per week over 12 weeks (totalling approximately 120 hours) on learning activities for this unit.
Mode(s) of Delivery	On campus, Blended
Pre-Requisites	BUS1002
Unit Coordinator	As per current timetable
Contact Information	Consultation: 1 hour scheduled session

Unit Learning Outcomes (ULOs)

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

- ULO1: Describe and discuss the role of marketing in modern society.
- ULO2: Explain the key theories and principles of contemporary marketing practice.
- ULO3: Describe the key elements and functions of market research, segmentation, and consumer behaviour.
- ULO4: Demonstrate and understanding of the principles of sales forecasting, prospecting, and the selling process.
- ULO5: Explain the theories and principles of Marketing Mix (Product, Price, Promotion and Place).
- ULO6: Apply marketing and sales management solutions to identified marketing problems through case study analysis.

Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

Week	Topic
Week 1	Defining Marketing and the Marketing Process
Week 2	Marketing Environment
Week 3	Consumer Behaviour and Marketing Research
Week 4	Segmentation, Targeting and Positioning
Week 5	Marketing Strategies – Part 1
Week 6	Marketing Strategies – Part 2
Week 7	Digital Marketing and Online Retailing
Week 8	Personal Selling and Sales Management
Week 9	The Process of Personal Selling and Sales Management
Week 10	Viva Voce (Group presentation)
Week 11	STUDY WEEK
Week 12	ASSESSMENT/EXAMINATION WEEK FOR SPECIFIED UNITS

Assessments






- All assessments are compulsory.
- To pass the unit students must:
 - achieve a total of 50% or more of marks offered; and
 - pass all individual invigilated assessments; and
 - have attempted all assessments.

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

- The Board of Examiners may grant a supplementary assessment where a student:
 - achieves a total of 45% or more; and
 - has passed all individual invigilated assessments in the unit; and
 - has attempted all assessments; and
 - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline

Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the [Award of Grade Policy](#).
5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

Assessment Task	Type	Weight	Length	Due	ULO's Assessed
<p>Assessment 1: Quizzes Online quiz of key content areas to identify further support needs. The quiz will comprise of Multiple-Choice Questions and/or short answer questions.</p>	<p>Individual </p> <p>Invigilated </p>	40%	30 minutes each 500 words X 4 quizzes Total 1500 words	Weeks 3, 6, 8, 10	ULO1 ULO2
<p>Assessment 2: Report of Marketing Case. Individual assignment on analysing real-world) marketing data and information and interpreting the outcomes using the concept and principles of marketing you have learnt in this unit.</p> <p>Working individually students are required to (a) select a Marketing case, (b) analyse SWOT and PEST (c) design and implement Marketing and Sales strategies. Students must obtain approval from their lecturer on their choice of Marketing case.</p>	<p>Individual </p>	40%	2500 words	Week 11	ULO3 ULO4 ULO5 ULO6
<p>Assessment 3: Verbal Presentation Present the report from Assignment 3 in a verbal presentation.</p>	<p>Individual </p> <p>Invigilated </p>	20%	10 Minutes (equiv. 250 words)	Week 12	ULO3 ULO4 ULO5 ULO6

Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

Prescribed text(s):

Elliott, G, Rundle-Thiele, S, Waller, D, Smith, S, Eades, L & Bentrrott, I 2017, Marketing, 4th edn, John Wiley and Sons, Brisbane

Recommended Readings:

Armstrong, A., Kotler, D., 2011. Principles of Marketing. Sydney: Pearson
Lamb, C.W., Hair, J.F., McDaniel, C. Summers, J., and Gardiner, M., 2013. MKTG2: Asia Pacific edition. 2nd ed. Australia: Cengage Learning
Tanner, J., Honeycutt, E.D. Erffmeyer, R.C. 2013. Sales Management: Shaping Future Sales Leaders. Pearson New International Edition. Pearson Higher Education USA
Schultz, D., Patti, C. H., and Kitchen, P. J., 2013. The Evolution of Integrated Marketing Communications: The Customer-driven Marketplace. London: Routledge.
Solomon, M. R., 2013. Marketing two: real people, real choices. 3rd ed. New South Wales: Pearson.

Other Recommended Resources:

Dwyer, L., Pham, T., Forsyth, P., and Spurr, R., 2014. Destination Marketing of Australia Return on Investment. Journal of Travel Research, 53(3), pp. 281-295.
Lantos, G. P., 2014. Marketing to Millennials. Journal of Consumer Marketing, 31(5), pp. 205-232.
Leonidou, C. N., Katsikeas, C. S., and Morgan, N. A., 2013. Greening the marketing mix: Do firms do it and does it pay off? Journal of the Academy of Marketing Science, 41(2), pp. 151-170.
Naseri, M. B., and Elliott, G., 2013. The diffusion of online shopping in Australia: Comparing the Bass, Logistic and Gomperts growth models. Journal of Marketing Analytics, 1(1), pp. 49-60.
Smith, J., and Blake, M., 2013. Infant food marketing strategies undermine effective regulation of breast-milk substitutes: trends in print advertising in Australia, 1950-2010. Australian and New Zealand Journal of Public Health, 37(4), pp. 337-344.
Winston, W., and Mintu-Wimsatt, A. T., 2013. Environmental marketing: strategies, practice, theory, and research. London: Routledge.

Ad News: <http://www.adnews.com.au/>

Australasian Marketing Journal (AMJ) B & T: <http://www.bandt.com.au/home>

Business Review Weekly <http://www.brw.com.au/>

European Journal of Marketing International Journal of Research in Marketing Journal of Consumer Marketing

Journal of Marketing Research

Academic Integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

Other Important Information and Links

<p>Special consideration</p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the Assessment Policy for further details.</p>	<p>Late submission</p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the Assessment Policy for information about late submission.</p>
<p>Assessment appeals</p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the Assessment Policy for further details.</p>	<p>Award of grades</p> <p>APIC awards common result grades, set out in the Award of Grade Policy.</p>
<p>Expectations of student conduct</p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the Student Code of Conduct.</p>	<p>Study resources</p> <p>APIC Library and Student Learning Support resources and services can be accessed via the Student Lounge or your Dashboard on the OLS (Canvas).</p>
<p>Student Services</p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the Student Services page on the OLS (Canvas).</p>	<p>Key dates</p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the Academic Calendar section of the APIC website.</p>

Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on 29 May 2021.