

# MKTG 1006 MARKETING PRINCIPLES

**Credit Points** 10

**Legacy Code** 200083

**Coordinator** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

**Description** Marketing Principles is an introductory marketing course that delivers an overview of the marketing process and how it works within the field of business. This subject examines how organisations use marketing decisions to satisfy customer needs and deliver value, with a focus on the impact of digital technology. Areas of study include market segmentation and positioning; product decisions and branding; customer decision processes, omnichannel marketing; digital marketing communications; pricing strategies; and customer insights. The subject provides a foundation for those students in the marketing major; however, it also provides a broad overview for those who seek a general understanding of marketing practice and theory.

**School** Business

**Discipline** Marketing

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Equivalent Subjects** MKTG 1008 - Marketing Principles (UWSC) MKTG 1007 - Marketing Principles (Creative Industries)

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Identify important marketing concepts, frameworks and theories.
2. Apply marketing concepts, theories and frameworks to different case situations.
3. Recognise the importance of customer relationships within marketing situations
4. Demonstrate how marketing creates value in a societal context and for non-profit organisations.

## Subject Content

1. Marketing concepts and terminology
2. Understanding the market and marketing channels
3. Marketing research and customer insights.
4. Market segmentation and target markets.
5. Customer behaviour
6. Designing marketing mix strategies.
7. Digital communications

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type       | Length                                          | Percent | Threshold | Individual/<br>Group Task |
|------------|-------------------------------------------------|---------|-----------|---------------------------|
| Report     | 2000 words                                      | 30      | N         | Individual                |
| Portfolio  | 3 learning activities.<br>1000 word equivalency | 35      | N         | Individual                |
| Final Exam | 2 hours                                         | 35      | Y         | Individual                |

## WSU Online Trimesters

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type       | Length                                          | Percent | Threshold | Individual/<br>Group Task |
|------------|-------------------------------------------------|---------|-----------|---------------------------|
| Report     | 2000 words                                      | 30      | N         | Individual                |
| Portfolio  | 3 learning activities.<br>1000 word equivalency | 35      | N         | Individual                |
| Final Exam | 2 hours                                         | 35      | Y         | Individual                |

Prescribed Texts

- Armstrong, G, Adam, S, Denize, S & Kotler, P Principles of marketing, latest edition, Pearson, Melbourne, VIC.

Teaching Periods

## WSU Online TRI-1 (2024)

### Wsu Online

#### Online

**Subject Contact** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-OT1\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-OT1_OW_2#subjects))

## Autumn (2024)

### Bankstown City

#### On-site

**Subject Contact** Tendai Chikweche ([https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/](https://directory.westernsydney.edu.au/search/name/Tendai%20Chikweche/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-AUT\\_BK\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-AUT_BK_1#subjects))

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Tendai Chikweche ([https://directory.westernsydney.edu.au/search/name/Tendai Chikweche/](https://directory.westernsydney.edu.au/search/name/Tendai%20Chikweche/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-AUT_PC_1#subjects))

## Sydney City Campus - Term 1 (2024)

### Sydney City

#### On-site

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-SC1\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-SC1_SC_1#subjects))

## Spring (2024)

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-SPR\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-SPR_PC_1#subjects))

## WSU Online TRI-3 (2024)

### Wsu Online

#### Online

**Subject Contact** Md Munir Hossain ([https://directory.westernsydney.edu.au/search/name/Md Munir Hossain/](https://directory.westernsydney.edu.au/search/name/Md%20Munir%20Hossain/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-OT3\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-OT3_OW_2#subjects))

## Sydney City Campus - Term 3 (2024)

### Sydney City

#### On-site

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG1006\\_24-SC3\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1006_24-SC3_SC_1#subjects))