

Course Title: **Marketing Insights**

Course Code: **MKTG501**

Descriptor Start Date: **18/07/2022**

POINTS: **15.00**

LEVEL: **5**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **MARS501**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

An introduction to the fundamentals of marketing as a discipline that identifies customer needs and wants, determines which target markets the firm can serve best, and designs appropriate products, services, and communications tailored to these markets. It provides students the foundations for customer focused value creation.

LEARNING OUTCOMES

1. Examine the importance, nature and scope of contemporary marketing and the marketing environment.
2. Analyse the importance of creating value for customers as the central mission for the firm.
3. Analyse and critically evaluate marketing practice.
4. Discuss the influences of marketing practice on firm outcomes.
5. Develop collaborative learning and team-work skills through exercises and practical case analysis.

CONTENT

Principles of Marketing, Advertising, Retailing and Sales;
Characteristics of consumers and potential consumers;
Consumer decision-making;
Elements of positioning through alignment of brand and consumer profiles;
Distinction between goods and services;
Tools to understand the external market within which firms exist.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Workshop portfolio and discussion submission (Individual)	20.00	1, 2, 3, 4 & 5
Product proposal (Individual)	40.00	1, 2, 3 & 4
Real world case analysis (Group)	25.00	1, 2, 3, 4 & 5
Presentation (Individual)	10.00	1, 2, 3, 4 & 5
Peer Evaluation (Individual)	5.00	1, 2, 3, 4 & 5

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK3693, Bachelor of Business

Related Programme/s: AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

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