

Course Title: **Marketing Concepts and Tactics**

Course Code: **MKTG860**

Descriptor Start Date: **01/01/2025**

Descriptor End Date: **01/03/2026**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

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

A critical review of key concepts, frameworks, and tools, focusing on the marketing management processes and its influences in formulating competitively viable marketing strategies.

LEARNING OUTCOMES

1. Critically evaluate and discuss the concepts, frameworks, and tools employed in marketing management.
2. Devise and recommend marketing strategies and tactics appropriate to current situations.
3. Analyse and argue how core theories are used in consumer decision-making.
4. Collaboratively synthesise core theories in consumer decision-making through team-based activities and peer feedback.

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

CONTENT

- Introduction to marketing concepts
- Cultural marketing, such as Maturanga Maori and international marketing frameworks
- Analytical frameworks
- Strategies and tactics
- Marketing mix
- Customer value
- Target marketing
- Marketing metrics
- Consumer decision-making process
- Psychological and socio-cultural influences on consumer behaviour

LEARNING & TEACHING STRATEGIES

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

ASSESSMENT PLAN

| Assessment Event | Weighting % | Learning Outcomes |
|---|-------------|-------------------|
| Case presentation with peer feedback (Individual) | 35.00 | 1, 4 |
| Product and marketing plan (Individual) | 35.00 | 2, 3 |
| Decision marketing simulation (Group) | 30.00 | 3, 4 |

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|------------------|-------------------------------|
| 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: AK1045, Master of Marketing

Related Programme/s: AK1046 PgDipMktg, AK1070 PgCertBusSt

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