# MKTG10001 Principles of Marketing

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| **Credit Points:** | 12.5 |
| **Level:** | 1 (Undergraduate) |
| **Dates & Locations:** | 2015, Parkville<br>This subject commences in the following study period/s:<br>Summer Term, Parkville - Taught on campus.<br>Semester 1, Parkville - Taught on campus.<br>Semester 2, Parkville - Taught on campus. |
| **Time Commitment:** | Contact Hours: Semester 1 and 2: One 2-hour lecture and one 1-hour tutorial per week; Summer Semester: Two 2-hour lecture and one 2-hour tutorial per week for six weeks Total Time Commitment: • Semester 1 and Semester 2: 3 hours per week plus a minimum of 6 hours per week in self directed study;• Summer Semester: 6 hours per week plus a minimum of 12 hours per week in self directed study. |
| **Prerequisites:** | None |
| **Corequisites:** | None |
| **Recommended Background Knowledge:** | Please refer to Prerequisites and Corequisites. |
| **Non Allowed Subjects:** | Students may not gain credit for both 325-211 Principles of Marketing and **MKTG10001 Principles of Marketing (../../view/current/MKTG10001)** . |
| **Core Participation Requirements:** | For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a> |
| **Coordinator:** | Mr David Toleman, Prof Angela Paladino, Prof Simon Bell |
| **Contact:** | Summer: **a.paladino@unimelb.edu.au (mailto:a.paladino@unimelb.edu.au)**<br>Semester 1: **a.paladino@unimelb.edu.au (mailto:a.paladino@unimelb.edu.au)** and **david.toleman@unimelb.edu.au (mailto:david.toleman@unimelb.edu.au)**<br>Semester 2: **simonb@unimelb.edu.au (mailto:simonb@unimelb.edu.au)** |
| **Subject Overview:** | The basic theoretical framework of marketing, including segmentation, buyer behaviour, product management, market communications, channel management and pricing decisions are introduced in this subject. Students are also introduced to basic concepts in market research and management of marketing programs. |
| **Learning Outcomes:** | On completion of this subject, students should:<br>1) Have knowledge and comprehension of basic theories and models within marketing<br>2) Be able to analyse and critically evaluate marketing practice and explain why some marketing activities are more successful than others<br>3) Be capable of applying major theories and models to marketing problems presented in case studies and assignments. |
| **Assessment:** | A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%). |

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| **Prescribed Texts:** | You will be advised of prescribed texts by your lecturer. |
| **Breadth Options:** | This subject potentially can be taken as a breadth subject component for the following courses:<br># **Bachelor of Arts (https://handbook.unimelb.edu.au/view/2015/B-ARTS)**<br># **Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2015/B-BMED)**<br># **Bachelor of Environments (https://handbook.unimelb.edu.au/view/2015/B-ENVS)**<br># **Bachelor of Music (https://handbook.unimelb.edu.au/view/2015/B-MUS)**<br># **Bachelor of Science (https://handbook.unimelb.edu.au/view/2015/B-SCI)**<br># **Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2015/B-ENG)**<br>You should visit **learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html)** and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects. |
| **Fees Information:** | Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees |
| **Generic Skills:** | # High level of development: written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources.<br># Moderate level of development: oral communication; receptiveness to alternative ideas.<br># Some level of development: use of computer software |
| **Related Course(s):** | Graduate Diploma in Management Studies |
| **Related Breadth Track(s):** | The Mind of the Consumer<br>Marketing Strategy<br>Marketing Communications and Branding<br>Product Management |