

**APPROVED**

## BU8101: Marketing Management

### Course Details

Course Code:	BU8101
Course Title:	Marketing Management <b>APPROVED</b>
Short Title:	
Course Level::	Level 8
Valid From::	2020/2021 Sem 1
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	Students will have the knowledge and detailed understanding to manage the marketing team of an organisation to ensure consistent and reliable performance of the marketing function.

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On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Structure a marketing function to deliver competitive advantage and organisational success.
2	Undertake a critical analysis and evaluation of a range of approaches that can be used to manage the marketing team's activities effectively and efficiently.
3	Identify and critically assess the required human, financial and physical resources to insure successful management of the marketing function.
4	Incorporate the ethical responsibilities in managing the marketing team.
5	Demonstrate appropriate use of workplace skills and technology
Requisites	
<ul style="list-style-type: none"> <li>• Pre Requisite: 30 credits at Level 7 (or BPQF level 6 or a combination there of) from the Marketing Major</li> <li>• Anti Requisite: BSB7101</li> </ul>	

No Examinations
<b>Other Controlled Assessments</b>
<b>Assessment Type</b> Viva voce examination
<b>Uncontrolled Assessments</b>
<b>Assessment Type</b> Project (Individual)
<b>Assessment Type</b> Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group