

APPROVED

BU8102: Marketing Planning

Course Details

Course Code:	BU8102
Course Title:	Marketing Planning APPROVED
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 understanding and skills to construct a comprehensive marketing plan in a range of marketing contexts, including that of the organisation's strategy, culture and broader marketing environment.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Critically analyse the internal and external marketing environments relevant to the organisation.
2	Develop marketing strategies that are responsive to market and organisational needs.
3	Define CSR initiatives within the marketing strategy relevant to the organisation and its market.
4	Assess the organisational requirements for marketing plan implementation.
5	Demonstrate appropriate use of workplace skills and technology.
Requisites	
<ul style="list-style-type: none"> • Pre Requisite: 30 credits at Level 7 (or BPQF level 6 or a combination there of) from the Marketing Major • Anti Requisite: BSB7102 	

No Examinations
Other Controlled Assessments
Assessment Type Presentation
Assessment Type Viva voce examination
Uncontrolled Assessments
Assessment Type Practical Project
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8010	Bachelor of Business: Marketing	3	Programme
DM6012	Diploma in Digital Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group