# Introduction to Marketing

## Subject Code
MAN601

## Subject Coordinator
Marcela Fang

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## Subject Name
Introduction to Marketing

## Credit points
6

## Study Level
Refer to course structure

## Delivery mode
On campus

## Location
Melbourne

## Prerequisites
None

## Subject Overview
This subject describes the distinctive aspects of marketing theory and practice in a tourism and hospitality industry context with the aim of enabling students to develop essential knowledge in order to succeed in dynamic consumer and business environments. It also illustrates the complex process by which consumers choose, acquire, use and dispose of goods and services in order to fulfill their needs and wants. Emphasis is placed on the growing use of various social media platforms to build tourism and hospitality brands and interact with multiple stakeholders.

## Learning Outcomes
- Define the role and functions of marketing
- Distinguish between the marketing of products and services
- Explain key marketing concepts and their application in a tourism and hospitality context.
- Develop critical thinking skills regarding current marketing knowledge, practice or techniques.
- Evaluate the external and internal forces that impact the tourism and hospitality industry

## Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>Short Report and Reference List</td>
<td>25%</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>35%</td>
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<tr>
<td>Examination</td>
<td>40%</td>
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</tbody>
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## Graduate Attributes addressed in this subject

- Preparedness
- Systematic and coherent body of knowledge
- Cognitive skills to analyse and critique knowledge
- Scholarly skills
- Teamwork skills
- Communication skills
- Personal attributes - confidence, presentation