SUBJECT DETAILS

SUBJECT CODE         MAN601
SUBJECT NAME         Introduction to Marketing
STUDY LEVEL          Year 2
LOCATION             Melbourne
CREDIT POINTS        6
PREREQUISITES        Nil

SUBJECT DESCRIPTION

This subject identifies 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.

Students are introduced to the complex process by which consumers choose, acquire, use, and dispose of goods and services in order to fulfil their needs and wants. Emphasis is placed on the growing use of various social media platforms to build brands and connect with multiple stakeholders.

Teaching in this subject includes a combination of lectures, guest speakers, case studies, class discussions and presentations in tutorials.

SUBJECT ASSESSMENT

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COMMENTS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Report</td>
<td>Individual Assessment (1200 words)</td>
<td>25%</td>
</tr>
<tr>
<td>Presentation</td>
<td>Group Presentation – Advertising Campaign (20 mins)</td>
<td>35%</td>
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<tr>
<td>Exam</td>
<td>2 hours</td>
<td>40%</td>
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</tbody>
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SUBJECT COORDINATOR

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