

BU6001

Introduction to Marketing



Course Aim This course introduces fundamental marketing concepts and tools used in the design and implementation of effective marketing strategies and campaigns.

Short Title

Faculty Business

Polytechnic Level

Credits 15

Pre-requisites Nil

Co-requisites Nil

Anti-requisites BSB5001

Version 1

Effective From September 1, 2016

Indicative NQF Level 6

Student Contact hrs 60

Self-directed hrs 90

Other directed hrs 0

Total learning hrs 150

Learning

Outcomes

On successful completion of this course, students will be able to:

- 1 Identify, illustrate and interpret marketing issues in a business environment
- 2 Apply and appraise a range of appropriate solutions to marketing problems
- 3 Work effectively in a team to create and run a small business project
- 4 Demonstrate appropriate use of workplace skills and technology.

NQF Sub-strand

Generic, Problem Solving and Analytical Skills
Theoretical Understanding
Practical Application of knowledge
Communication, ICT, Numeracy