

BU8101

## Marketing Management



**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.

<b>Short Title</b>		<b>Version 1</b>
<b>Faculty</b>	Business	<b>Effective From</b> September, 2016
<b>Polytechnic Level</b>		<b>Indicative NQF Level</b> 8
<b>Credits</b>	15	<b>Student Contact hrs</b> 60
<b>Pre-requisites</b>	30 credits at Level 7 (or BPQF level 6 or a combination there of) from the Marketing Major	<b>Self-directed hrs</b> 90
<b>Co-requisites</b>	Nil	<b>Other directed hrs</b> 0
<b>Anti-requisites</b>	BSB7101	<b>Total learning hrs</b> 150

<b>Learning Outcomes</b>	On successful completion of this course, students will be able to:	<b>NQF Sub-strand</b>
1	Structure a marketing function to deliver competitive advantage and organisational success.	Practical Application of knowledge
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.	Generic, Problem Solving and Analytical Skills
3	Identify and critically assess the required human, financial and physical resources to insure successful management of the marketing function.	Theoretical Understanding
4	Incorporate the ethical responsibilities in managing the marketing team.	Autonomy, Responsibility, Context
5	Demonstrate appropriate use of workplace skills and technology	Communication, ICT, Numeracy