

BU8102

Marketing Planning



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.

Short Title
Faculty Business
Polytechnic Level
Credits 15

Pre-requisites 30 credits at Level 7 (or BPQF level 6 or a combination there of) from the Marketing Major

Co-requisites Nil
Anti-requisites BSB7102

Version 1
Effective From September, 2016
Indicative NQF Level 8
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 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.

NQF Sub-strand
Practical
Application of
knowledge
Generic, Problem
Solving and
Analytical Skills
Theoretical
Understanding
Practical
Autonomy,
Responsibility,
Context