Marketing Fundamentals

Overview

In today's business world, marketing is viewed as central to creating and delivering value both to the organisation and to the customer. It impacts all aspects of a business organisation, shaping and directing corporate through to marketing strategy. Many companies acknowledge that their growth and survival depends on putting the customer at the centre of their planning. Thus, an understanding of marketing is essential for any business student.

This course introduces the student to the major concepts and theories, reflecting the breadth and diversity of marketing. It provides insights into where marketing fits within an organisation, its contributions to business in general, describes frameworks supporting marketing activities, and helps with challenges in the ever changing market place. It discusses the application of this understanding to consumer goods, as well as service, business-to-business, industrial and non-profit organizations, and to the growing area of e-commerce. Topics include: marketing processes and planning, the use of market research, an understanding of consumers and customers, decision-making and the marketing mix, market segmentation, positioning and product differentiation, the changing global environment.
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<thead>
<tr>
<th><strong>Faculty</strong></th>
<th>UNSW Business School</th>
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<tr>
<td><strong>School</strong></td>
<td>School of Marketing</td>
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<tr>
<td><strong>Study Level</strong></td>
<td>Undergraduate</td>
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<tr>
<td><strong>Offering Terms</strong></td>
<td>Summer Term, Term 1, Term 2, Term 3</td>
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<td><strong>Campus</strong></td>
<td>Kensington</td>
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<td><strong>Indicative contact hours</strong></td>
<td>4</td>
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<td><strong>Timetable</strong></td>
<td>Visit timetable website for details</td>
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Course Outline

To access course outline, please visit:

MARK1012 Course Outline
Fees

Commonwealth Supported Students  $1395
Domestic Students  $5610
International Students  $5610

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Additional Information

This course is offered as General Education.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
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ABN: 57 195 873 179