

MARKETING

TRIMESTER 1 - Bachelor & Diploma units

PERSUASION & REPRESENTATION

→ CONTEXT

Students are introduced to key concepts and theories of communication with a focus on how signs, brands and icons function as persuasive techniques in the media landscape. Students examine how communication channels shape reception of information and identify barriers to communication such as technology, psychology and ideology.

INTRODUCTION TO MARKETING & ADVERTISING

→ PRINCIPLES

In this unit, students are introduced to the fundamental principles of marketing and advertising and explore how they relate to each other. Students consider the evolution of the 4P's, 7Ps and 4Cs of marketing and glean an overview of the principles that inform marketing decisions and influence advertising briefs.

TRIMESTER 2 - Bachelor & Diploma units

MEDIA & SOCIETY

→ CONTEXT

In this unit students are introduced to the ways in which media interact with society, cultural norms and communities. Students will examine the role of media as both influencer and reflection of society as well as introducing students to theoretical debates around mass media, social media, globalisation and consumer culture.

ADVERTISING CAMPAIGN STRATEGY

→ PRINCIPLES

This unit prepared advertising students to think strategically and work creatively to design a targeted campaign strategy. Students will gain knowledge on integrated marketing and the marketing mix in relation to campaign strategy as well as how to turn a client brief into a creative brief.

TRIMESTER 3 - Bachelor & Diploma units

BUSINESS ECONOMICS

→ CONTEXT

This unit explores the key theories and principles of economic thinking, including concepts such as competition, supply and demand and elasticity. Students learn how markets operate and why they behave the way they do as well as the cause and effect of economic "booms and busts".

CONSUMER BEHAVIOUR

→ PRINCIPLES

The unit develops students' understanding of consumer behavior and customer relationship management. Why do consumers behave differently? How is a target audience identified? Consumer behavior has developed to include disciplines such as psychology, demographics, psychographics and customer retention and acquisition analysis.

INTRODUCTION TO DIGITAL MARKETING

→ PRACTICE

This unit focuses on the purpose, insights and applications of marketing data. Students will examine the application metrics of data analysis tools that enable markets to measure how particular campaigns or pieces of content deliver on their client or organisation investment.

CRITICAL THINKING

→ INDUSTRY AWARENESS

In this unit, students are introduced to critical thinking and communication skills. They will learn to activate their critical thinking skills by exploring modes of analysis, problem-solving, reflection, evaluation and creation. Students will be presented with artistic works and industry issues to critically evaluate, embracing both analytic and synthetic thinking processes.

SOCIAL MEDIA MARKETING: CREATING CONTENT & COMMUNITIES

→ PRACTICE

This unit guides students through the possibilities of social media as they examine the interaction of content creation and community engagement. Students will learn how to create content in service to the development of the brand narrative and community management including impact.

CRITICAL SURVEY

→ INDUSTRY AWARENESS

This unit is designed to develop student's critical thinking knowledge and skills, building on the concepts explored in Critical Thinking. Students are presented with a broad survey of the communications and creative industries and asked to critically examine industry roles, practices and structures.

BRAND STRATEGY & MANAGEMENT

→ PRACTICE

This unit aims to develop student knowledge of branding with a specific focus on application and management of brands. Students explore how marketing contributes to the development and management of brands, how new brands target new audiences and how established brands can be strategically managed to retain and grow their customer base.

HUMAN-CENTRED DESIGN

→ INDUSTRY AWARENESS

This unit focuses on developing critical skills and tools for complex problem solving using human centered design (HDC) strategy. Students will be provided with a human perspective to consumers and acquire skills that will allow them to observe, solve problems and apply creative solutions to the practice of HDC.

TRIMESTER 4 - Bachelor only units

BUSINESS STRUCTURES & ORGANISATIONAL BEHAVIOUR → CONTEXT

This unit examines the fundamentals of business structures, tax liabilities, corporate governance, policies and hiring practices with the not for profit and for profit sectors of the communications industries. Students will engage with the theoretical and practical applications of development of business, defining the organisational inception and growth and behavior.

MARKETING METRICS & DATA ANALYTICS → PRINCIPLES

In this unit, students develop their data literacy skills through advanced theoretical knowledge in the core components of marketing metrics and data analytics. Students will analyse different types of datasets and appropriate visualisation tools that apply to marketing practice.

TRIMESTER 5 - Bachelor only units

COMMUNICATIONS LAW, ETHICS & REGULATION → CONTEXT

This unit provides students with a theoretical and practical overview of law, ethics and the regulatory codes that are relevant to the communications sector. It explores aspects of intellectual property law, and privacy and commercial law and how it is related to issues of copyright and trademarks, data protection, censorship and defamation.

MARKETING RESEARCH → PRINCIPLES

The purpose of this unit is to assist students to plan and conduct practical marketing research relevant to multiple industries. Students explore concepts of quantitative and qualitative research design as well as practical skills necessary to execute them. Students will examine samples, hypotheses, measuring data and reporting results as they conduct their own marketing research.

TRIMESTER 6 - Bachelor only units

RELEVANT DISRUPTION & GLOBAL ENGAGEMENT → CONTEXT

In this unit, students investigate concepts and theories of relevant disruption. They examine and discover how disruption can inform both commercial and non-commercial communications and activities. The unit addresses irrelevant disruption, ethics, environmentalism, and the future in the context of global engagement. Students analyse why these are now critical to the success of building digital media products or brands and how they provide key competitive advantages, as well as social commentary.

MARKETING TECHNOLOGY: AUTOMATION & PERSONALISATION → PRINCIPLES

This unit offers students insight into the marketing technology landscape and its impact on customer engagement. Through this unit students will analyse standard technologies and gain confidence with application of emerging technologies. Students examine ethical issues concerning automation and artificial intelligence in marketing and interrogate debates around the relationship between technology and human experience.

PUBLICITY, STUNTS & EXPERIMENTAL MARKETING → PRACTICE

This unit offers students experience concerning core promotional activities. Publicity principles and strategies will be analysed and discussed in conjunction with case studies and examples from existing marketing campaigns.

SOCIAL IMPACT PROJECT → INDUSTRY AWARENESS

In this unit, students consider how marketing strategies and techniques can be used to influence social issues by affecting consumer behavior. Students examine the principles and theories of social marketing as well as their practical implementation and how this aligns with social responsibility and brand ethics.

MEDIA PLANNING & BUYING → PRACTICE

In this unit, students appraise the role of strategic media planning and purchasing as a channel in which to place communications and advertising, including the cognitive deliberations involved in determining the most effective media strategy. The unit has a focus on digital advertising and examines both traditional buying strategies, as well as programmatic advertising buying.

GROUP PROJECT → INDUSTRY AWARENESS

In this unit, students work across degree programs and areas of specialisation to plan and execute a collaborative project. Students will work with a mentor who will provide guidance and advice as students propose, plan and execute their project.

MARKETING STRATEGY PROJECT CAPSTONE → PRACTICE

In this unit, students will plan and develop a marketing strategy that synthesises knowledge and skills developed in previous units and streams. Students can refine their understanding of marketing strategy through development and practice, to produce a substantial project.

INDUSTRY PLACEMENT → INDUSTRY AWARENESS

In this unit, students will complete a marketing industry placement. They will consider their own strengths and weaknesses, knowledge, skills and ability when placed into a professional work situation. Students will be involved in the day-to-day activities of a chosen work place where they will have the opportunity to apply some theoretical knowledge and practical skills they have developed through the course