Subject Code	MAN505
Subject Name	Marketing and Consumer Behaviour
Credit points	6
AQF Level	5 (Year 1)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject offers a deep dive into marketing principles and practices. The subject will emphasise the pivotal role of generating interest in products or services through strategic analysis and research. Students develop skills to engage customers, foster brand loyalty, and execute strategic campaigns. Additionally, the course explores marketing theory and practice, covering areas such as consumer behaviour, digital strategy, communications, and analytics.

Learning Outcomes	Conduct market research using qualitative and quantitative methods.
	Create effective marketing strategies taking into account psychological, social, and cultural influences.
	Design digital marketing strategies
	Create a plan that focuses on consumer behaviour including market segmentation, targeting, positioning, and PR campaigns.

Assessments	**Indicative assessments**	**Weighting**
	Market Research Report	30%
	Consumer Decision-Making Analysis Map	30%
	Digital Marketing Strategy Plan (presentation and written submission)	40%

Graduate Attributes addressed in this subject	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, and consolidate knowledge
	Teamwork skills
	Communication skills

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