

Faculty of Higher Education

Subject Code	MAN601
Subject Name	Introduction to Marketing
Credit points	6
Study Level	Refer to course structure
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Marcela Fang
MarcelaF@angliss.edu.au

Subject Overview	<p>This subject describes the distinctive aspects of marketing theory and practice in a tourism and hospitality industry context with the aim of enabling students to develop essential knowledge in order to succeed in dynamic consumer and business environments. It also illustrates the complex process by which consumers choose, acquire, use and dispose of goods and services in order to fulfill their needs and wants. Emphasis is placed on the growing use of various social media platforms to build tourism and hospitality brands and interact with multiple stakeholders.</p>
-------------------------	--

Learning Outcomes	Define the role and functions of marketing
	Distinguish between the marketing of products and services
	Explain key marketing concepts and their application in a tourism and hospitality context.
	Develop critical thinking skills regarding current marketing knowledge, practice or techniques.
	Evaluate the external and internal forces that impact the tourism and hospitality industry

Assessments	Details	Weighting
	Short Report and Reference List	25%
	Group Presentation	35%
	Examination	40%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Scholarly skills
	Teamwork skills
	Communication skills
	Personal attributes - confidence, presentation