

SBM2102
MARKETING AND BUSINESS COMMUNICATION

UOS CODE SBM2102	UOS NAME	CREDIT POINTS 6	STATUS Core	
SUMMARY	<p>This unit of study will provide a theoretical and practical knowledge in marketing at a strategic level, the importance of social media as an integral part of marketing strategies as well as incorporating professional business communication throughout the development and the implementation of the strategies.</p> <p>In an effort to cope with a dynamic and challenging environment, modern companies use two key processes to build their future. The first is strategic planning which enables top management to determine what corporate direction it wants to achieve. The second is marketing planning which enables the company to systematically identify and develop specific opportunities into profitable businesses. Therefore, this unit will highlight the framework for marketing decision making as part of a holistic approach to overall company strategy, which will provide strategists with the ability to develop and implement effective marketing strategies by drawing on relevant concepts and analytical tools.</p> <p>The design and implementation of appropriate marketing strategies which include project/program strategic needs and requirements will thus be a major focus in this unit of study. In short, students are to develop fundamental knowledge and competency with respect to:</p> <ul style="list-style-type: none"> • The basic concepts of Strategic Analysis and Strategic Development • High Level Marketing Strategic Decision Making • Strategic Marketing Direction • Communication Marketing Strategy to internal and external audiences • Incorporating Social Media into Marketing Strategy 			
COURSE CONVENOR COURSE TUTOR	<p>Examiner Professor Soo May Cheng Phone: (02) 96985206 Email: soo.may@apiccollege.edu.au Location: Level 1, 55 Regent Street, Chippendale, NSW2008</p> <p>Unit Convenor Dr. Evi Lanasier Phone: (02) 96985206 Email: e.lanasier@apiccollege.edu.au Location: Level 1, 55 Regent Street, Chippendale, NSW2008 Consultation hours: TBA</p>			
ASSUMED KNOWLEDGE	Not applicable			
APPROXIMATE WORKLOAD	Weekly Lectures & Tutorials	Team Work	Self Study	Readings
	60 hours	>60 hours	>60 hours	>30 hours
PRE-REQUISITE (course name)	None			

Learning Outcomes	<p>Students are required to assess themselves against the following target learning outcomes via the College's online Assessment Tool (CAT):</p> <ol style="list-style-type: none"> 1. Socio-cultural and personal assessments that are common to all units of study; and 2. Unit of study specific learning outcomes related to Strategic Marketing Framework, Analytical and Problem Solving Skills for business decision making
TARGET COMPETENCIES (Marketing & Communication)	<ul style="list-style-type: none"> • Understanding basic marketing concept and strategic marketing concepts • Understanding Strategic Marketing Framework • Understanding Social Media as an integral part of communication strategy • Developing Skills in business written and oral business communication
TARGET COMPETENCIES (Personal and Socio-cultural)	<ul style="list-style-type: none"> • Generic: All competencies that are common to all professionals (including cognitive and communication abilities, problem solving and analytical mindset) • Leadership: Ability to direct, motivate & manage individuals & teams. • Commitment: Ability to dedicate to tasks & to project outcomes. • Attitude: Ability to create the right frame of mind that promotes integrity & support for achievement of project goals within a social context. • Self Direction: Ability to manage within and without guidelines & processes, and to work without supervision. • Learning: Ability to commit to continuous improvement in knowledge, skills & attitude, & to creating new knowledge developing skills & approaches. • Cultural Empathy: Ability to respect for & accommodation of individual lifestyle, beliefs & norms. • Creativity & Innovation: Capacity to generate new ideas/approaches & make them happen.
MODES OF DELIVERY	<ul style="list-style-type: none"> • Lectures and Tutorials two (2) hours per week • Team-based learning and project work two (2) hours per week • Reflective learning, in tandem with team and project learning.
ASSESSMENT	<p>Theoretical Knowledge</p> <ul style="list-style-type: none"> • Formal written mid semester test – 2 hours • Formal written end-of -semester test - 2 hours • 40% of Total Grade <p>Team Project , Activities, Presentation & Assessment</p> <ul style="list-style-type: none"> • Team project submissions comprise 45% of Total Grade • Project submissions comprise 3 assignments; each carrying 15 marks <p>Viva (Individual Oral Assessment)</p> <ul style="list-style-type: none"> • Individuals must submit their Final Report on or before Week 14 • 15% of Total Grade • Assessment requirements: Final Individual Report (self reflection and validation of learning outcomes) • Individual student must demonstrate level 2 competency at a minimum with respect to target

	learning outcomes <ul style="list-style-type: none"> Individual student must also demonstrate improvements in socio-cultural and personal capabilities progressively over each successive semester.
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	PRESCRIBED FOR THE COURSE	SELECTED REFERENCES
PRINTED MATERIALS	Learning material (lecture notes, slides, case study and other material available online). <ul style="list-style-type: none"> As posted on the Online Learning System (OLS) 	<ul style="list-style-type: none"> Reed, Peter (2015). <i>Strategic Marketing : Decision Making and Planning</i> (4th edition), Cengage Learning Australia. ISBN 9780170241236 Barker, Melissa & Barker, Donald (2012). <i>Social Media Marketing</i> (1st edition), Cengage Learning Australia. ISBN 978053848087 Greenland (2012). <i>Strategic Communication : Cases in Marketing, Public Relations, Advertising & Media</i> (1st edition). ISBN 9781442556690 Lehman, Carol & DuFene, Debbie (2015). <i>BCOM 7 Business Communication</i> (7th edition). Cengage Learning Australia. ISBN 9781305401938
WEB SITES		Online useful sources of references are: http://www.knowthis.com/ http://www.marketingprofs.com/marketing/library/4/brand-management http://www.b2bmarketing.net/knowledgebank/crm-marketing
Software	Not applicable	

WEEKLY SCHEDULES

Week	Assignments/Assessments	Topic/Activity
Week 1		Introduction to SBM2102 Unit of Study Marketing in a Changing World Introduction to Literature Review Guidance on preparation of Team Work Plan
Week 2	Assignment 1: Literature Review & Best Strategic Marketing Practice	Strategic Analysis Case Discussion 1 Strategic Development Initial Project Discussion/Teamwork under supervision
Week 3	Assignment 1: Literature Review & Best Strategic Marketing Practice	Segmentation, Targeting & Branding Positioning Strategy Case Discussion 2 Product/Market Grid (Ansoff Matrix) Review of Progress on literature Review and Feedback

Week	Assignments/Assessments	Topic/Activity
Week 4	Assignment 2: Methodology and Current Best Marketing Practice of Case Organisation	New Product Development Strategies & Penetration Marketing Strategies Case Discussion 3 Project Discussion : Segmenting, Targeting & Positioning
Week 5	Assignment 2: Methodology and Current Best Marketing Practice of Case Organisation	Market Development Strategy & Diversification Strategies Briefing on Research Methodology Supervised team discussion on Methodology (data gathering, SWOT analysis)
Week 6	SBM2102 Test 1 (Mid-Semester Test)	Marketing Mix Strategies Marketing Communication Goals & Strategies
Week 7	Assignment 2 : Methodology and Current Best Marketing Practice of Case Organisation	Rules of Engagement for Social Media & Identifying Target Audiences Feedback on Mid Semester Test Project Discussion : Research on Social media Engagement
Week 8	Assignment 3: Final Strategic Marketing & Social Media Plan for Case Organisation	Social Networks, Blogs and Microblogging Case Discussion 5 Project Discussion : Social Networks plan
Week 9	Assignment 3: Final Strategic Marketing & Social Media Plan for Case Organisation	Social Computing, Location Marketing and Social Media Monitoring Tools Team Discussion : Social Media Marketing Plan
Week 10	Assignment 3: Final Strategic Marketing & Social Media Plan for Case Organisation	Organizing and Preparing Reports and Proposal Team Discussion : Template for Marketing Plan
Week 11		Designing and Delivering Business Presentation Supervised workshop on Business Presentation
Week 12		Revision : Social Media Plan & Business Communication Practice Exam
Week 13	SBM2102 Test 2 (End-of-Semester Test)	Briefing on Viva Oral Assessment
Week 14	Presentation and Assessment	Individual Viva Presentation
Week 15	Presentation and Assessment	Individual Viva Presentation

	<p>Teamwork</p> <p>A structured learning program will be applied; in summary form it will comprise:</p> <ul style="list-style-type: none"> • An overall process for studying strategic project/program/portfolio management and applying the same to a real life case as advised in the unit's web site; • A program of the learning activities which are part of student's Team Workplan and individual competency acquisition which each student need to conduct flexibly within the unit of study timeline as advised in the unit's web site (detailed schedules are to be developed and submitted as part of the Team Work/QA Plan) • The assignment Brief which is available as a downloadable file. <p>The Learning activities are designed for each team to develop and evaluate a complete manual* for project/program/portfolio management for their case organisation via the following activities:</p>			
	<p>Start Up</p> <p>Team QA/Workplan & Case/Project Selection</p>	<p>Activity 1</p> <p>Literature Review & Best Strategic Marketing Practice</p>	<p>Activity 2</p> <p>Methodology and Current Best Marketing Practice of Case Organisation</p>	<p>Activity 3</p> <p>Final Strategic Marketing & Social Media Plan for Case Organisation</p>
	<p>Submit Case Study, QA/Workplan</p>	<p>Submit Assignment 1 Week 4</p>	<p>Submit Assignment 2 Week 8</p>	<p>Submit Assignment 3 Week 11</p>

*Penalties apply for late submissions. The College reserves the right to refuse to late submissions.

**You may submit a single Team QA/Work-plan covering all your units and activities in this semester

<p>COMPETENCY VALIDATION (via evidence and professional interview)</p>	<p>Final Report & assessment</p> <p>Each student must plan to progressively acquire, develop and document the relevant unit of study target competencies. The protocols on the web site for this purpose need to be followed carefully to prepare the required evidence of competency acquisition. The evidence for this unit to comprise a final report in two parts to validate individually the following: specific target unit of study competencies regarding governance and administrative design as well as Leadership and Socio-cultural competencies. These will be assessed separately and both need to show the student's development history using the student's L&D plan as the basis.</p>
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Academic Integrity and Honesty

APIC believes that academic integrity is based on honesty in all scholarly endeavours. Students must conduct themselves in their academic studies honestly and ethically and are expected to diligently acknowledge the work of others in all academic activities.

A failure to uphold the College's policies and standards of academic honesty and integrity may result in a finding of academic misconduct which can incur serious penalties including a loss of marks, failure of an assessment, failure of the unit, or expulsion from the College.

Detailed information about relevant terms, penalties, and the processes for investigating allegations of academic misconduct, and for appealing a finding is provided in the college's policy, at: <http://apicollege.edu.au/policies-and-regulations/178>