

Examples from ASB Course Outlines:

2.4 Course Aims and Relationship to Other Courses

Note: In the 2008 template, Aims and Relationship to Other Courses were addressed in separate sub-sections. This is indicated in the extracts.

1. Extract from COMM5001, Semester 1, 2008 (with permission from Sam Kovacevic):

The aim of the course is to foster the development of the communication competencies, ethical reasoning and people skills essential for professional business and management practice. The course combines theory and practice with the aim of encouraging active learning and greater reflection on your professional experience and expectations. The course also aims to help you improve your overall academic performance in the MCom by encouraging development of your learning skills, interpersonal communication competence, and cross-cultural sensitivity. Our experience is that through improving these skills, students enjoy their learning more and can develop a broad and enduring range of personal and professional networks.

This is a core course for the MCom and you should complete it in your first semester of study. Knowledge and skills developed in this course are fundamental to many other MCom courses. You should find your learning in the areas of teamwork, intercultural communication and negotiation especially useful for the Project Management module in the Capstone Course, COMM5004. An important component of COMM5001 is the study of Ethics in relation to both local and international business contexts. Knowledge gained is very relevant to all other disciplinary areas in the MCom. Examples include Professional Ethics, IT Ethics, Corporate Social Responsibility in Finance, Accounting and Marketing, and Cross-cultural Ethics in International Business.

2. Extract from MARK3071, Semester 1, 2008 (with permission from Gary Gregory)

[Relationship to Other Courses]

For most businesses, understanding the process involved in assessing the international marketplace for opportunities to expand operations abroad is a major key to success. The concept of international marketing is broad in meaning and can be related to all areas of business management where firms must consider expansion strategies, as well as possible threats from overseas competitors. International and global marketing involves assessing the economic, cultural, political and legal environments of the various markets around the world.

In this course we examine various marketing management concepts and models covered in other marketing courses and consider the complexities of manufacturing and marketing in various regions around the world. Specifically, we will incorporate techniques from other courses to analyse foreign marketplaces relative to: the competitive situation, structure and laws governing trade; market potential, demand analysis and potential target markets; planning and development of products and services; distribution structure, channel dynamics, and service levels; appropriate and effective pricing strategies and factors influencing/restricting price controls; and, necessary product/service support, costs of providing support and mechanisms to ensure customer satisfaction.

Examining the international and global marketplace for a broad array of marketing opportunities and decisions further complements the wider array of subjects taught in the BCom, marketing specialisation, and the BCom in general.

[Aims]

This course will present various concepts and tools for analysing international marketing strategies, and evaluating the global marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning about both theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace. The student may also be expected to utilise analytical techniques (financial analysis using spreadsheets, graphics packages, and quantitative analysis) appropriate for completing their final project.

Further, the more general aims are:

- ❖ Provide an understanding of the scope and function of international marketing theory and practice.
- ❖ Increase knowledge and skills to help in developing international market entry strategies.
- ❖ Develop skills related to the analysis of international marketing data, in particular the use of

secondary data in assessing the international marketing opportunities.

Students should emerge from this course as knowledgeable business managers, capable of formulating marketing objectives, collecting and analysing data, and completing international marketing research projects. Hopefully, students will learn a great deal about international and global marketing and will be able to apply their knowledge in their personal, disciplinary, and professional endeavours. Ideally, they should gain valuable experience and knowledge and enjoy themselves in the process.

3. Extract from MARK3081, Semester 1, 2008 (with permission from Rita di Mascio)

[Relationship to Other Courses]

MARK3081 is a core course for students wishing to complete a major in marketing within the BCom and provides students with knowledge of analytic, strategic and managerial aspects of distribution strategy and retail channels. The course draws on concepts learnt in Accounting and Financial Management, Quantitative Methods A and B, Marketing Fundamentals and Marketing Communications. Knowledge gained in this course will be used in the Strategic Marketing Management.

[Aims]

Anytime you walk into a store, you see the results of distribution strategy. You may have bought your textbooks from the university bookshop, your stationary from a newsagent, and your bag from a department store. Each of these items would have travelled from the manufacturer to the shelves via a series of intermediary firms, otherwise known as a marketing channel. In this subject, we'll look at strategies for managing the distribution of products and services via these intermediaries.

The course aims to:

1. develop knowledge about the structure and functions of a marketing channel; channel design, implementation and management; and major institutional forms of marketing channels.
2. develop understanding of how channel strategy affects and is affected by the other strategic components of the marketing mix.
3. enhance skills of analysis and synthesis of information and issues from several perspectives.
4. enhance communication, reflection and groupwork skills.