

# Welcome



# Directions



- We will provide an overview of the unit
- Firstly - welcome
  - What is marketing
  - What is not marketing
  - How you probably know more than you realise
- Then - FAQs
  - How marketing is a philosophy
  - Why study marketing + careers
  - The 3X3 structure
  - An overview of each section
  - How each section builds on the previous
  - The importance of the unit learning outcomes
  - How to gain marks
  - How much time is needed



# Marketing is broader than you may think

If you think marketing is about attention grabbing advertising  
alive with buzzwords, a feel-good catchphrase, a snazzy logo,  
a flashy web-site, and a good 'spin' when things go bad.

If you think marketing is selling 'things' to people that they  
don't need or want.

If you think marketing is about discounting.

**Then sorry - but, you are wrong - very wrong**



# Welcome to the world of Marketing

Sure - effective communication and sales revenue are crucial, however, marketing is about building profitable exchange relationships. Relationships that are profitable for all parties over the long-term.



You probably know more about marketing than you realise



[illegible]



You probably know more about marketing than you realise

A collage of 15 images illustrating various marketing concepts and destinations. The images include: a bridge over a river with a church in the background; a canal with gondolas and historic buildings; the Trevi Fountain in Rome; a tall, ornate tower; a hillside town with a church; a beach with a large umbrella; a bus stop with a bus; a display of vintage motorcycles; a coastal town with white buildings and blue domes; a Ferris wheel; a person on a bicycle; a boat on a river; a large ship on the ocean; and a speedboat on the water.

You influence the buying behaviour of others & they influence you





As a student

# Why study marketing?

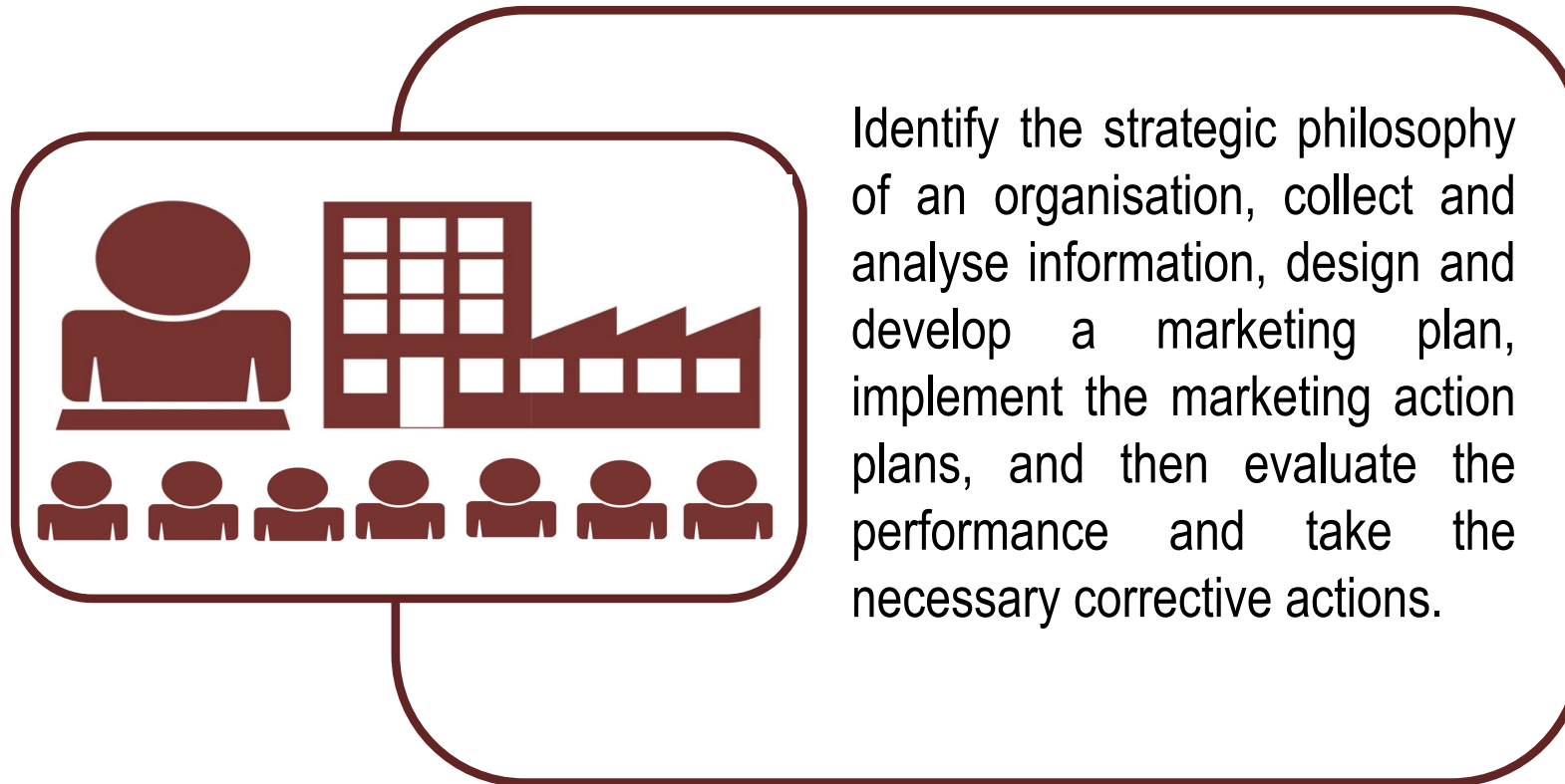
Understanding marketing is central to business. This unit provides an introduction to the role of marketing in organisations and society

For some students

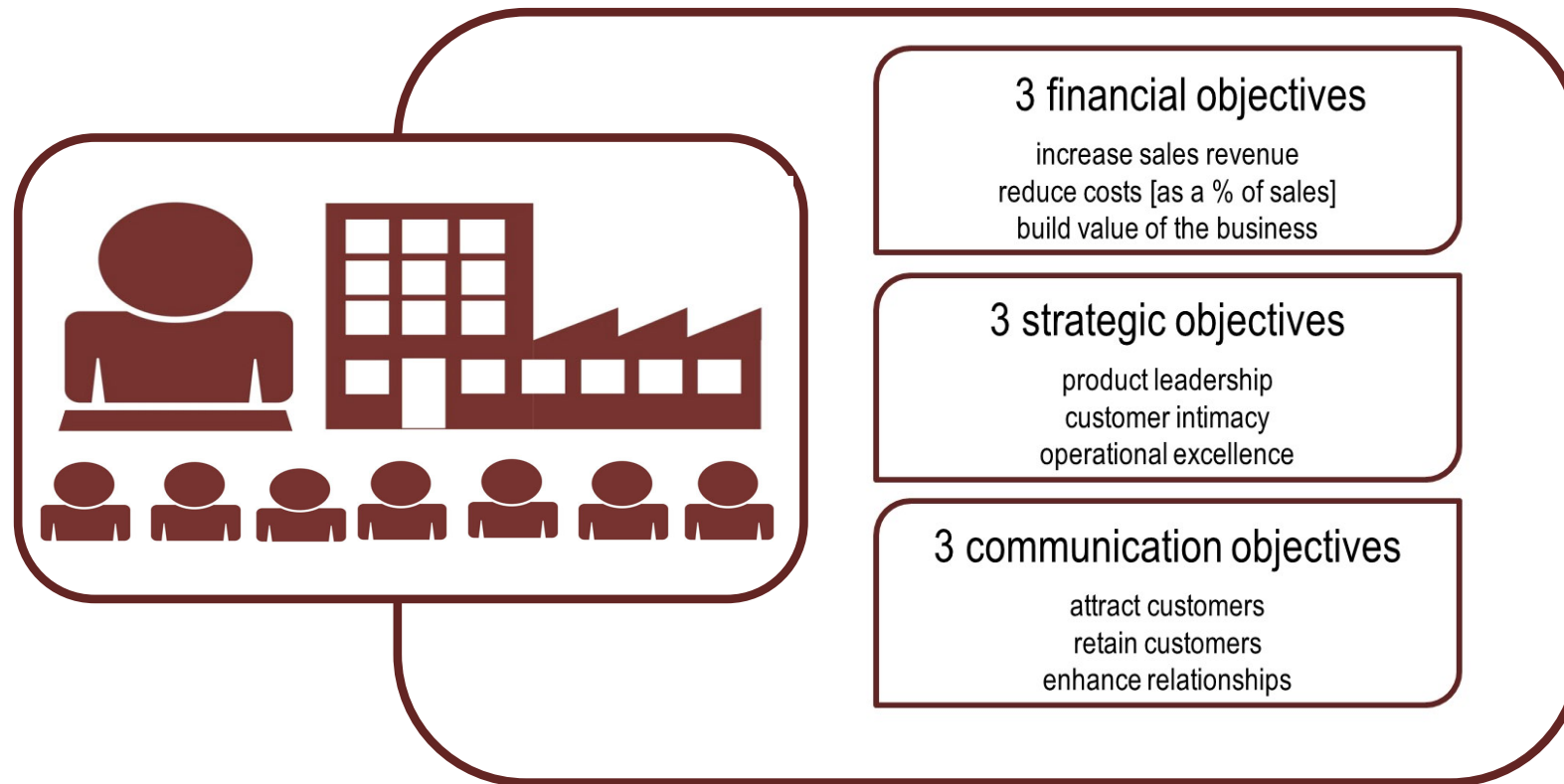
- it will be the beginning of a marketing career
- it will accelerate a marketing career
- it will provide a better understanding of the crucial role of marketing in organisational success



# what do marketing practitioners do ?



# the objectives of marketing practitioners



# Marketing practitioners include

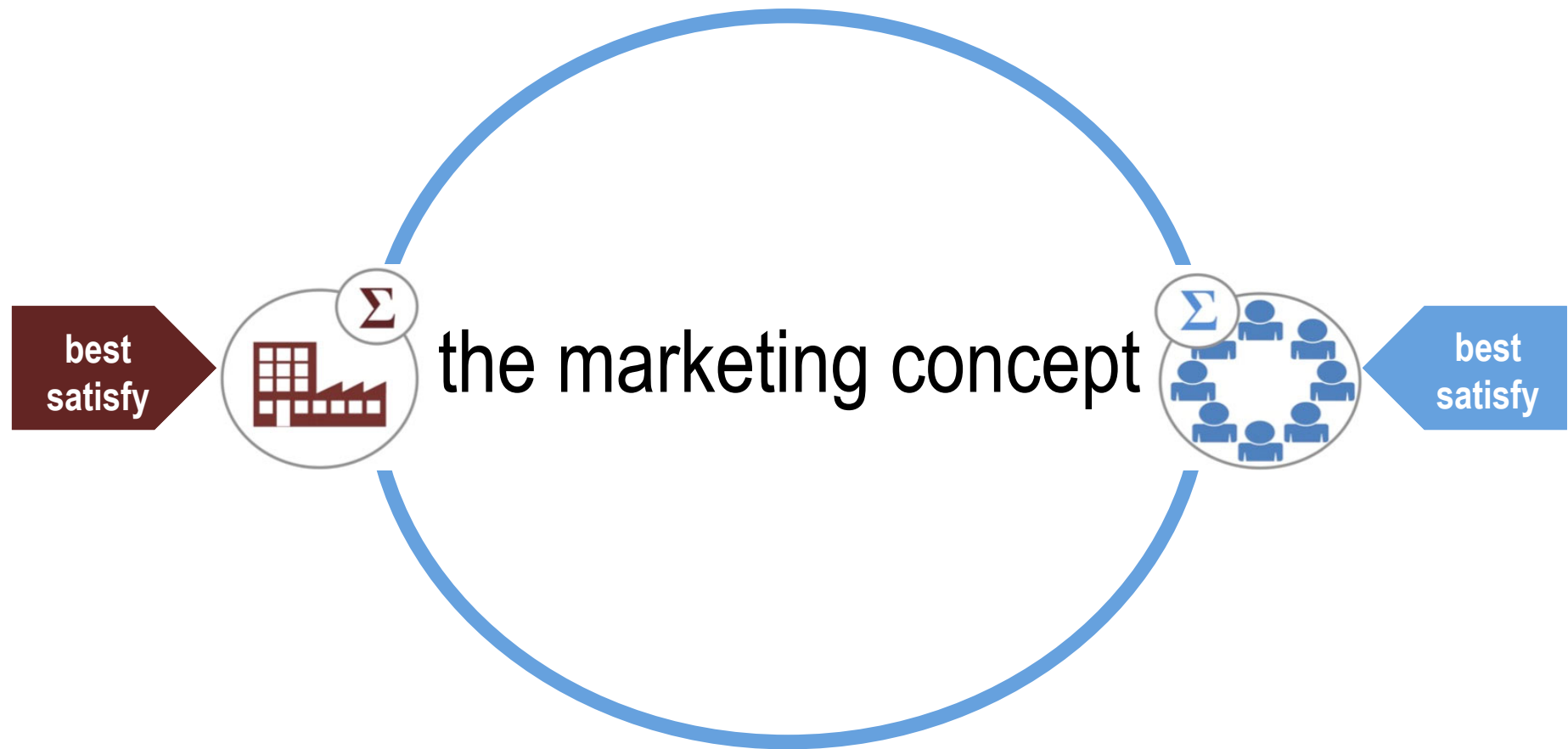
- sales representative, communications coordinator, marketing coordinator, digital media officer;
- **Then** - with practical experience branch manager, sales manager, brand or product manager, communications manager, corporate affairs manager, international marketing practitioner;
- **Then** - with experience and satisfactory performance sales director, chief marketing officer, & other senior management positions.





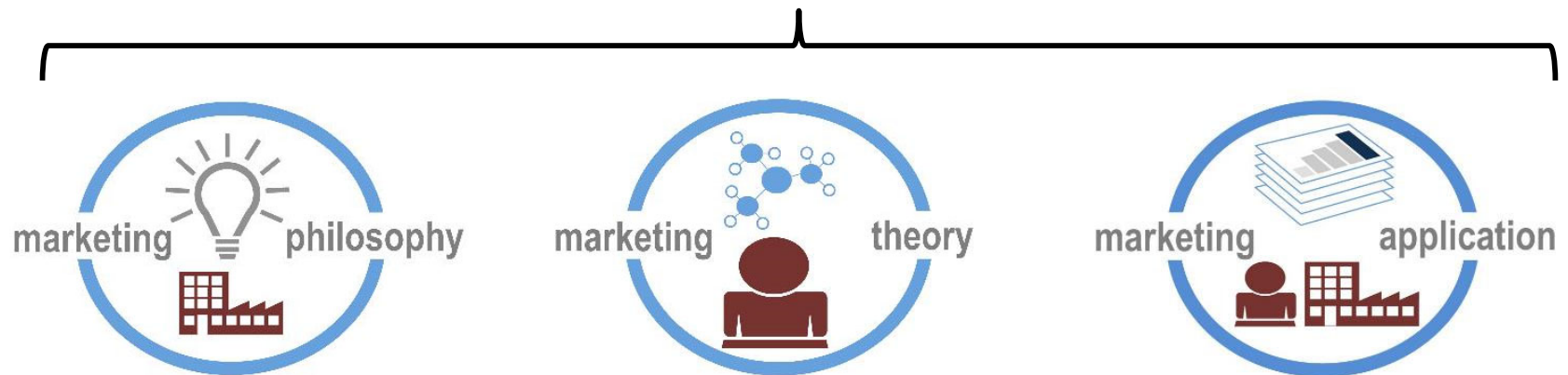
The marketing concept is

# an umbrella concept



The marketing concept: philosophy, theory, & application

# the e-book has 3 sections

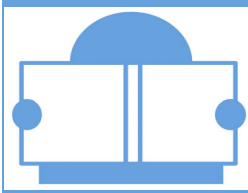


*The marketing concept: philosophy, theory, & application*

# the e-book has 3 sections

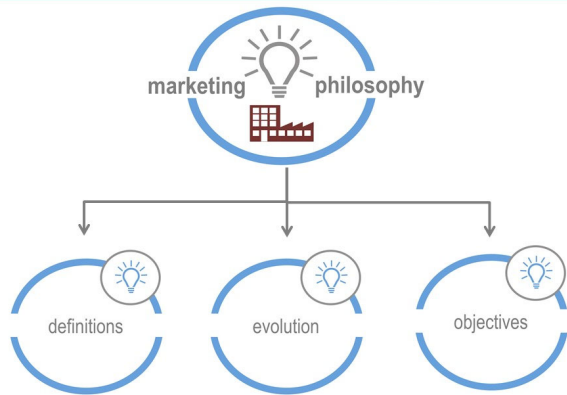


The marketing concept: philosophy, theory, & application

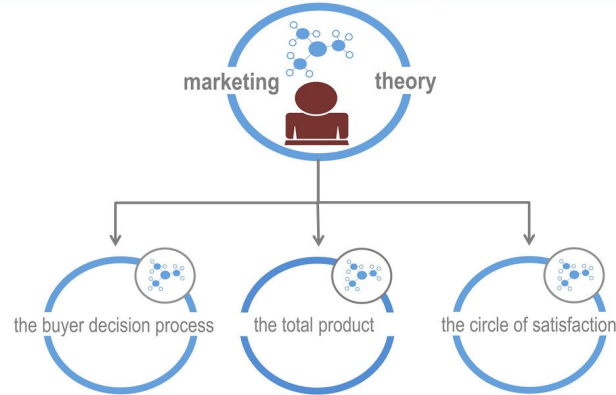


# the 3X3 structure of the [e-book]

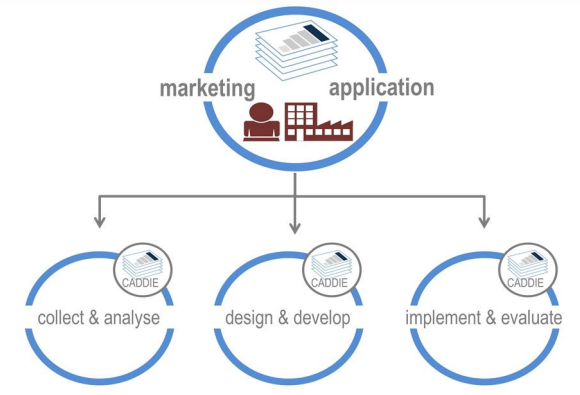
## Section 1: Marketing Philosophy - [3 modules]



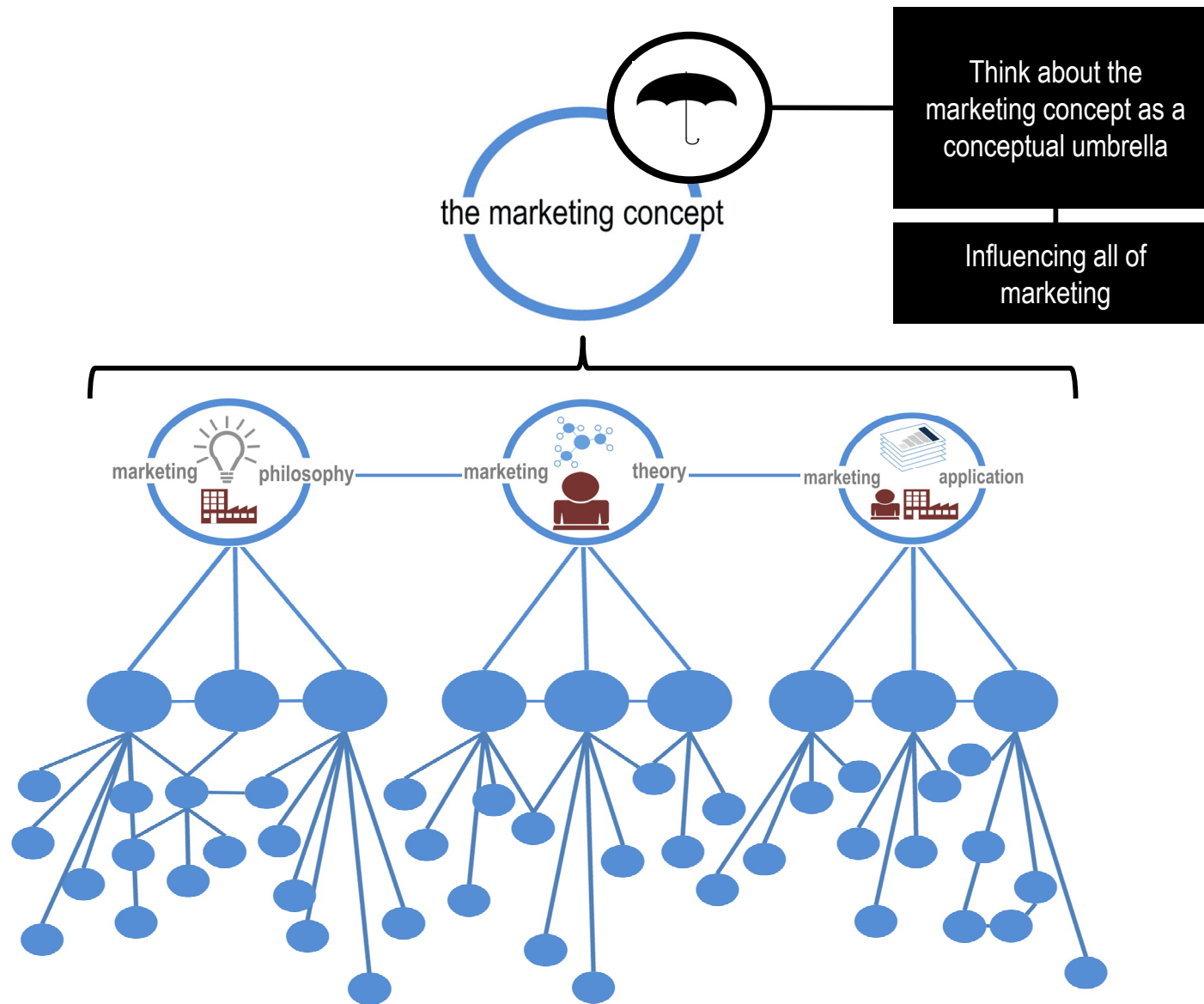
## Section 2: Marketing Theory - [3 modules]



## Section 3: Marketing Application - [3 modules]

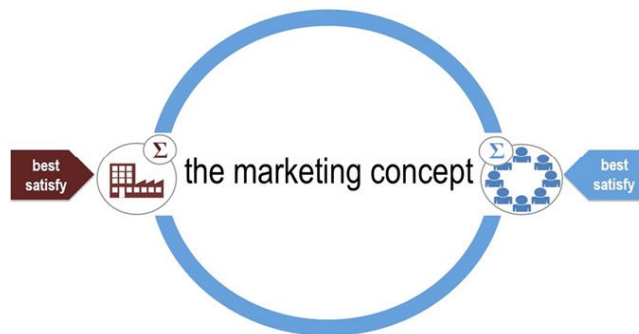






# Colour coding

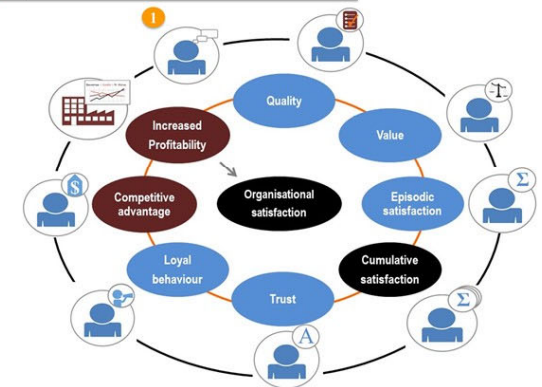
The marketing concept



The circle of satisfaction



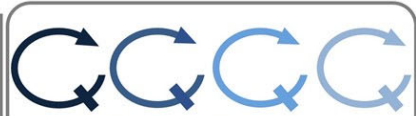
Exploded circle of satisfaction



organisation

consumer  
customer

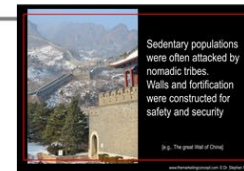
# Colour coding



The 4 market quests

The evolution of marketing reveals 4 recurring patterns or quests:

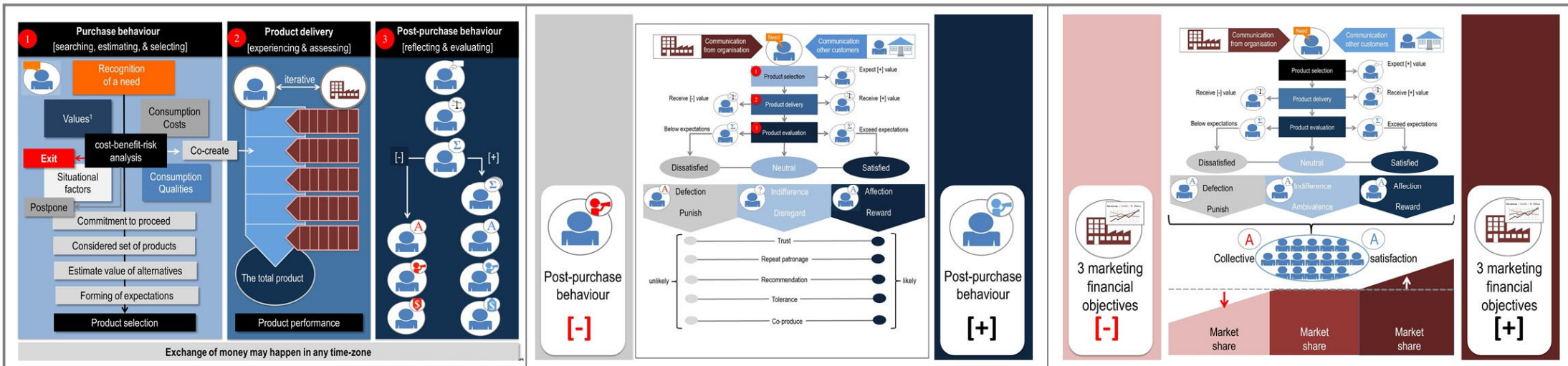
- ✓ The quest to better serve the customer
- ✓ The quest to overcome the challenges facing society
- ✓ The quest for better use [application] of existing resources
- ✓ The quest for more effective distribution of:
  - information, products, & people



key slide

evidence

# Scaffolding





An aerial photograph of the Sydney Harbour Bridge, a large steel arch bridge spanning the water. The bridge's massive steel structure is the central focus, with its two main pylons and the arch clearly visible. Below the bridge, the water is a deep blue, and a large, dark-hulled sailing ship with multiple masts is visible. In the foreground, there are various buildings, including a large, light-colored building with a flat roof and a smaller building with a blue-tiled roof. The background shows a dense urban landscape with many buildings and greenery under a clear blue sky.

This unit is a

synthesis of classic & contemporary ideas



This unit is a

has a breadth of industries - context





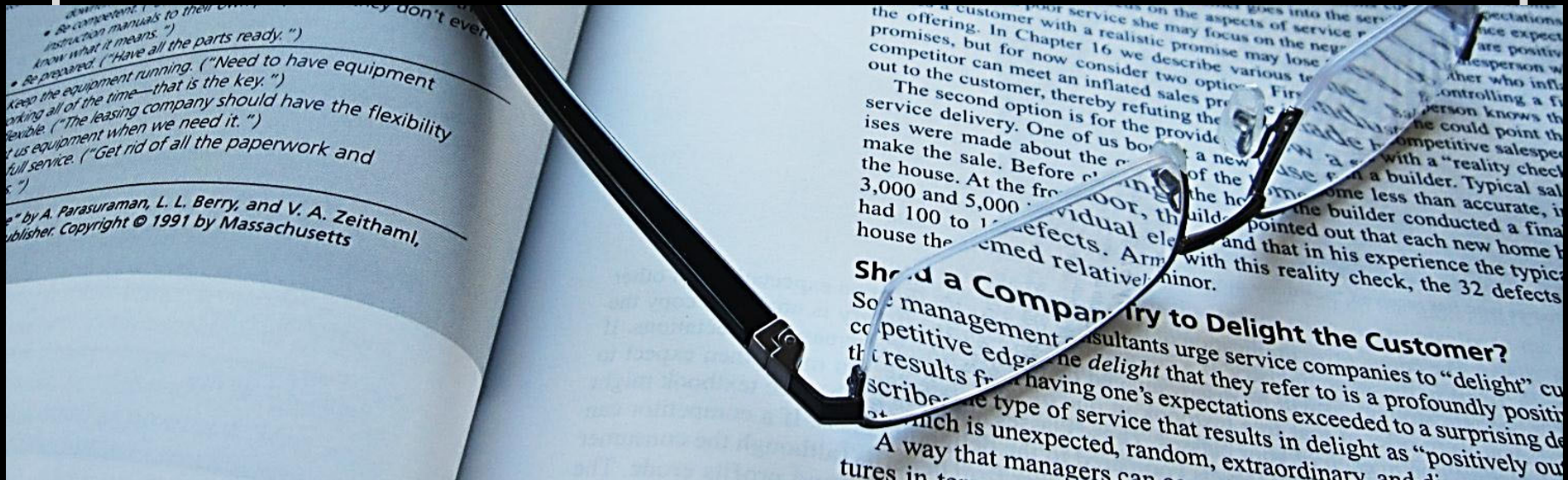
# An overall objective



provide the foundations for a successful <sup>international</sup> business career

## Hints

To be successful - you must



- ✓ Employ the unit language & concepts
- ✓ Explain the unit language & concepts
- ✓ Provide examples to demonstrate recognition & application of learning

[content + context + synthesis + structure]



## Hints



# History tells us that

Students must devote  
no less than 150 hours  
to successfully complete  
this unit & assessments



Keep in mind as you progress

**Discover**



HINT: the key themes of the unit are outlined on the discover page