

macleay college

Unit & Elective Descriptors

# Diploma of Marketing



## Core units – year one

### Foundations of Marketing

This subject introduces marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. You'll be developing an understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free-enterprise society.

### Academic and Professional Skills

This unit aims to introduce students to the academic, communication and business skills required to be successful within a personal and professional context. It takes a broad and integrated approach in supporting students and preparing them for a happy and fulfilling career. Underpinned by the principles of positive education, the unit initially focuses on supporting students' transition into Macleay College and developing their academic performance. Through a range of engaging learning experiences, the continuing development of information literacy, communication and interpersonal skills will be encouraged and facilitated. Students then extend these concepts and skills to assist with the transition to their future career plans and goals though focusing on the transferable employability skills necessary to be effective in the emerging economy.

### Management Fundamentals

This unit introduces students to the world of business and contemporary business functions and operations. Students will learn about key business and management functions such as planning, organising, controlling, and leading, as well as the role of specific functional areas such as marketing, financial management, IT, and people management. Students explore several different theoretical approaches to management and examine the role of culture and diversity in organisations, along with the importance and influence of ethics and good governance.

### Sales and Negotiation

This subject provides insights into various communication models and their value to salespeople and negotiators. You'll be learning about the strategies of influence and persuasion used by business negotiators to achieve agreement and compliance. By the end of this subject you'll have developed a strong understanding of the importance of effective communication in business.

### Research and Insight

This subject introduces you to the field of business research and how it's used by business managers to improve their marketing and business decisions. The subject follows the logic of the research process starting with planning, data collection, data analysis and finally the communication of research results to management.

### Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SMEs).

### Introduction to Business Accounting

The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting information to assist in key areas such as planning, controlling, reporting and decision making. It introduces you to a range of concepts including balance sheets, income statements, cash flow statements, financial analysis and managing working capital.

### Integrated Marketing Communications

This subject focuses on the coordination and integration of all marketing communication tools within an organisation (advertising, public relations, sales promotions and personal selling) and how to maximise their impact on customers and stakeholders. You'll be learning about internal and external communications, traditional and new media planning and how to identify and evaluate the range of marketing communication options and media, allowing you to design an integrated marketing communication plan.

### Enterprise Innovation 2

Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. On completion, you'll know how to develop and evaluate innovative, sustainable, investment-ready business ventures. It's possible that some of the student-led projects may evolve into the real-life ventures.

### Business Law, Compliance and Governance

This subject introduces you to the legal and compliance frameworks for conducting business in Australia. Topics include a background to legal systems, the structure of business entities, the principal business law topics of contracts, insurance, the workplace, the consumer, conventional and new commercial practices and privacy.

## Core units – year one (continued)

### **Digital Business Communications**

This subject explores the exciting and changing world of digital communications. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

### **Internship**

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (e.g. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.