



UWA 2018/19 Summer School

Introduction to Marketing (MKTG1203)

Welcome

Thank you for your interest in UWA's annual Summer School, an additional teaching period for students and an opportunity for people to pursue an area of interest or up-skill and progress their career to the next level.

This year's UWA Summer School runs from late November 2018 until early February 2019 and includes nearly 60 units.

Our Summer School units cover a range of engaging topics across various disciplines and embed practical application and experiential learning.

I encourage you to visit study.uwa.edu.au/summer, the UWA Summer School website for more information about all units on offer, the enrolment process and available services.

We look forward to welcoming you to the UWA Community this summer.

Professor Graham Brown
(Dean of Coursework Studies (Acting))



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

**SUM
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SCHOOL**

Your Unit

Unit Name: Introduction to Marketing (MKTG1203)

Location: Perth Campus

Non-assessed Fee: \$805.00 00 *(Enjoy the complete educational experience but without the stress of assignments)*

Assessed Fee: \$805.00 *(Enjoy the complete educational experience, including assignments/exams and receive a final mark. The earned credit can be counted towards a future qualification at UWA)*

Dates: 7 January 2018- 8 February 2019

Time: Mondays, Wednesdays, and Fridays 12pm-4pm

Explore foundational marketing topics such as data analysis, social media, and product and service promotion in this hands-on and engaging unit.

Description:

Marketing is the tool we use to understand how consumers behave, and how societal trends influence product and service decisions. All organisations carry out marketing: commercial organisations, voluntary organisations, universities, political parties. We even market ourselves. This unit will give you the foundational knowledge you need to understand the core principals and theories of marketing, and will also explore concepts like customer segmentation, content marketing, and multi-channel promotion.

Learning outcomes:

In this unit, you will:

- learn about the role that marketing plays in organisations and society, and about key marketing concepts and their relevance to organisational problems;
- practise analysing and interpreting marketing strategies, and giving recommendations for improvement;
- practise working effectively in teams; and
- practise giving oral presentations in a clear and coherent manner, and producing clear and concise written communication.

Lecturer:

Ms Momoko Fujita

Ms Momoko Fujita is a lecturer for the UWA Business School in the discipline of Marketing. Her research is centred on social media marketing, digital marketing, and content marketing. Her current projects include enhancing student-university relationships through social media brand communities, and the application of social media in the resource sector.

Contact details:

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Summer School Logistics:

- All external applicants will receive a parking permit to allow them to park on-campus, free of charge. See transport.uwa.edu.au for information about parking areas, and check your permit for more details when you receive it.
- All students will receive a PHEME account and access to the online learning system (LMS), online library and course materials.
- Free on-campus WIFI will be available through your PHEME account.
- The UWA Summer School Precinct includes a number of cafes with extended opening hours during Summer School. Visit the Student Guild website for more information. www.uwastudentguild.com
- Summer School students will have access to the Reid Library and all its facilities: computers, charging stations, electrical outlets, printers/copiers, rest areas, group study facilities, private study areas, and of course, the librarians and library staff.
- Lockers and change rooms are available in the Reid Library. Bike racks are located throughout campus. End-of-journey shower facilities are available at the Fitness Centre.
- Information about public transport and cycling to UWA can be found at study.uwa.edu.au/summer
- Further information, including course materials, detailed timetable information, PHEME details, and campus maps, will be provided prior to commencement of the unit.