

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MRKT11029 *Marketing Fundamentals*

Term 3 - 2027

Profile information current as at 03/09/2026 01:27 pm

All details in this unit profile for MRKT11029 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit will provide you with a sound knowledge of the origins of trading goods and services and the development of modern marketing practice and theory. Emphasis is placed on developing an understanding of marketing principles and their application when acquiring and retaining customers, as well as driving business profitability. You will examine innovative marketing strategies deployed including AI, blockchain, digital marketing, and social media in different kinds of organisations.

Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 3 - 2027

- Brisbane
- Melbourne
- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Information for Class and Assessment Overview has not been released yet.
This information will be available on Monday 13 September 2027

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Unit evaluation

Feedback

Some students appeared to lack an understanding of the knowledge and skills they would gain in the unit, as well as its relevance to their degree.

Recommendation

Emphasise the knowledge and skills that will be gained in the unit, as well as its relevance to their degree, in the welcome message on Moodle before the term begins.

Feedback from Student feedback

Feedback

Students were open to receiving assessment guidelines, marking rubrics, and mark sheets.

Recommendation

Offer students extra assessment support by providing assessment guidelines, marking rubrics, and mark sheets accessible on the unit Moodle site.

Feedback from Student feedback

Feedback

Students appreciated interacting with the unit coordinator during scheduled weekly Zoom workshops that focused on weekly learning activities and provided an opportunity to discuss assessments.

Recommendation

Schedule at least one weekly Zoom workshop to cover the learning activities and discuss assessments. All Zoom meetings will be recorded and made available on the unit Moodle website within 24 hours. This will assist students who are unable to attend.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 13 September 2027

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 13 September 2027

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 18 October 2027

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.