## Unit Outline

**School of Marketing**  
**College of Business**

<table>
<thead>
<tr>
<th><strong>Unit Name</strong></th>
<th>Information for Business</th>
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<tbody>
<tr>
<td><strong>Unit Number</strong></td>
<td>200726</td>
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<tr>
<td><strong>Unit Coordinator/s</strong></td>
<td>Warren Day</td>
</tr>
<tr>
<td><strong>Session</strong></td>
<td>Quarter 1</td>
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<tr>
<td><strong>Year</strong></td>
<td>2010</td>
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### Handbook Summary

This unit examines the information requirement for effective marketing decisions. The unit explores approaches managers can use to identify information requirements and then to use different financial, environmental and market information. Topics include interpretation of business performance, preparation of marketing forecasts and budget allocations.

| **Credit Points** | 10 |
| **Pre-requisites** | Not applicable |
| **Co-requisites** | Not applicable |
| **Incompatible/ not to be counted for credit with** | Not applicable |
| **Unit Level** | 7 |
| **Assumed Knowledge** | Not applicable |

#### Attendance Requirements

SGSM has a policy that students must attend a minimum of 80% of all classes in order to pass the unit. Please note that this means 80% of class time, and not simply signing for 80% of the classes. It is very important to note that at their discretion, your instructor may deem you have not attended a session if you just sign the class roll and then leave the class. **Please let your lecturer know if you are unable to attend any session.**

| **Enrolment Restrictions** | Not applicable |

### Learning Outcomes

On successful completion of this unit, students should:

- Formulate business objectives and identify data needs
- Identify data that is needed for specific decision making.
- Interpret Information to make business decisions.
- Develop forecasts and budget for marketing activities.

### Unit Content

The main topics of the unit are:

1. What is knowledge?
2. Nature of marketing decisions
3. Developing financial, environmental, and market indicators
4. Evaluating business performance and opportunities
5. Marketing forecasts and budgets

### Mode of Delivery

**Date:** Friday, commencing 15 January 2010  
**Time:** 6pm – 10pm  
**Venue:** Sydney Graduate School of Management, Building EB, Room to be advised, Parramatta Campus

Classes will be held over 10 weeks. The unit consists of a 4 hour seminar. A typical format will be an introductory lecture followed by a group activity and/or a DVD. Students are expected to prepare for each session by reading ahead and undertaking any necessary preparation for group work. For further details refer to the learning guide.
Assessment for this unit will be based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Case Study (Data Needs Analysis) – Individual Assignment</td>
<td>50%</td>
</tr>
<tr>
<td>Marketing Forecast &amp; Budget – Individual Assignment</td>
<td>50%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
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To successfully complete this unit, students must:
- achieve a minimum of 50 marks,
- complete all assessment items (including making a satisfactory contribution to group work), and
- attend 80 per cent of class time.


**References:** Some useful references include the following:


**On-line Learning Requirements**
Lecture notes and tutorial questions will be made available on the E-Learning (vUWS) link on the UWS home page [www.uws.edu.au](http://www.uws.edu.au).

It will be assumed by the lecturer that all information posted on vUWS has been seen by all students enrolled in this unit. Therefore it is imperative that students access vUWS at least twice per week during the quarter. Copies of the unit outline, where available, lecturer slide presentations and information on the examination and assignments will be posted on the site for downloading by students. Additional information regarding assignments, examinations, any course changes, reminders of work due etc may be posted regularly to the vUWS unit page. It is your responsibility to access this information from here, and not rely on your lecturer to make such announcements during class time.

**Special Requirements**
There are no special requirements for this unit.