

Marketing

Presented by:

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WHAT IS MARKETING?

“MARKETING IS THE ACTIVITY, SET OF INSTITUTIONS, AND PROCESSES FOR CREATING, COMMUNICATING, DELIVERING, AND EXCHANGING OFFERINGS THAT HAVE VALUE FOR CUSTOMERS, CLIENTS, PARTNERS, AND **SOCIETY** AT LARGE.”

GOOD VS BAD MARKETING



Source: Forbes

Designing, communicating and co-creating value to customers in a way that benefits society at large.

Unethical and poor customer experience

“Apple had purposely slowed down older iPhones to compensate for decaying batteries.”

“United Airlines felt the fallout worldwide when two security officers forcibly removed a bloodied passenger off an overbooked United flight.”

AREAS OF STUDY IN MARKETING



Learn how business results are achieved through the development and endorsement of insights into customer behaviour

Market research, buyer behaviour and customer experience design and management of

- branding
- new product development
- services marketing
- business to business marketing
- marketing communication
- digital marketing
- distribution


Marketing strategy and planning, integrating it all to plan and execute.


CAREERS IN MARKETING



All Advertising and Marketing Professionals


 **\$1,737**
Weekly Pay ?


 **Strong**
Future Growth ?

 **Lower unemployment**
Unemployment ?

Marketing Specialists

 **51,400 workers**
Employment Size ?

 **Very high skill**
Skill level rating ?

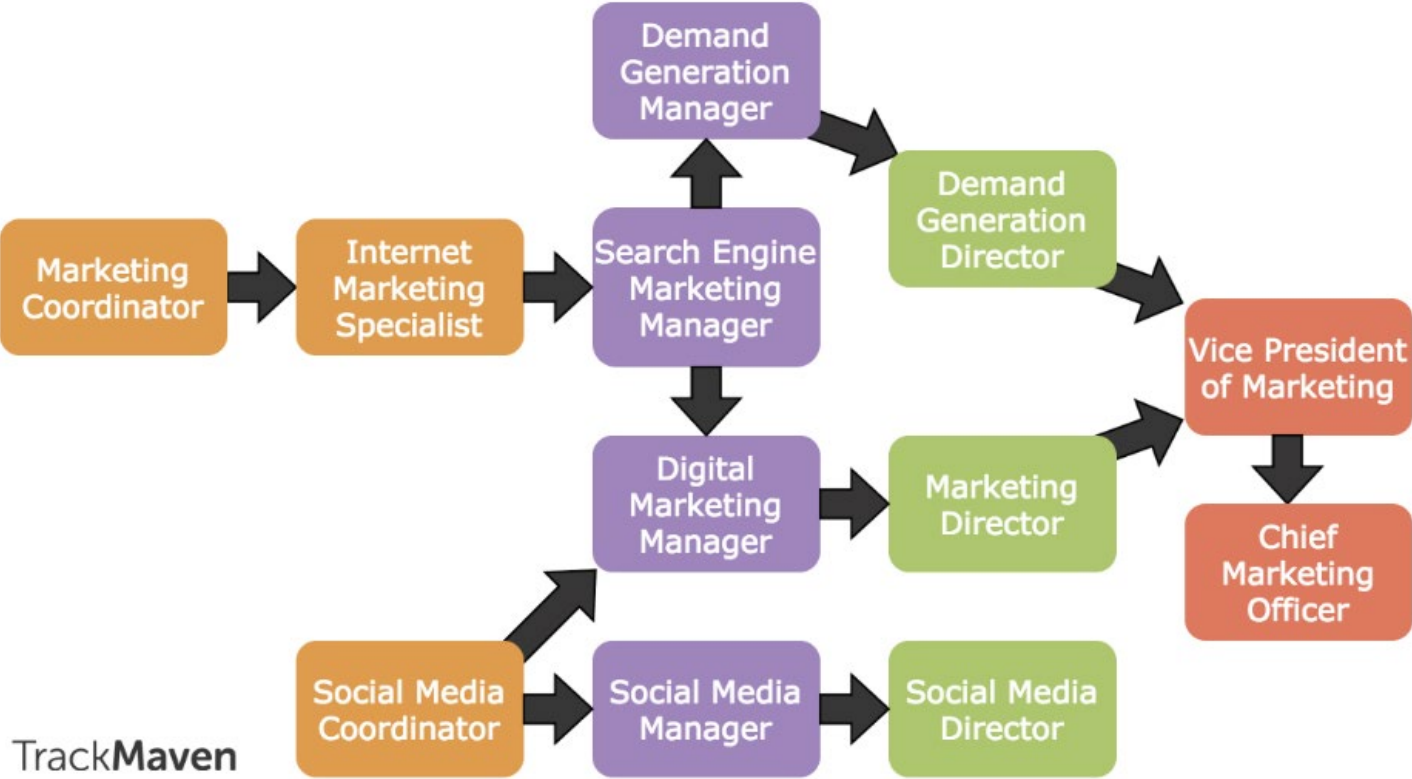
 **77% Full-Time**
Full-Time Share ?

 **44 hours**
Average full-time ?






 **35 years**
Average age ?

 **61% female**
Gender Share

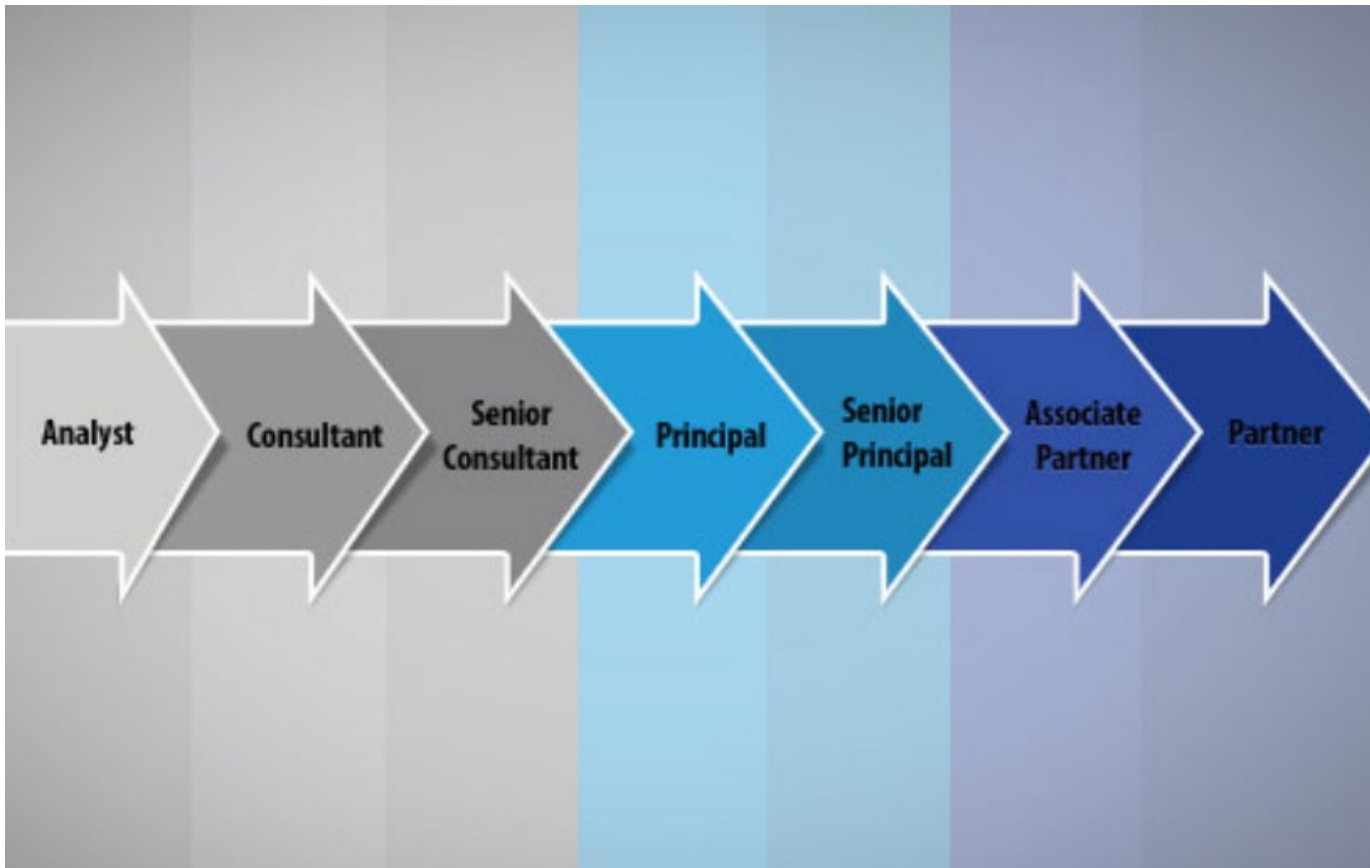
CAREERS IN MARKETING



TrackMaven

Career opportunities	What you will learn	
		
Advertising Manager Plan, organise, direct and control advertising, public relations, sales and marketing activities within an organisation.	Advertising Coordinator Plan and implement strategic advertising for all types of advertising channels.	Product Manager Develop and launch new products into the market, managing and their success and growth.
		
Digital Marketing Specialist Develop and implement digital strategies designed to increase online traffic to a company's website.	Marketing Manager Develop advertising strategies and brand campaigns and generally oversee all marketing activities within an organisation.	

CAREERS IN MARKETING



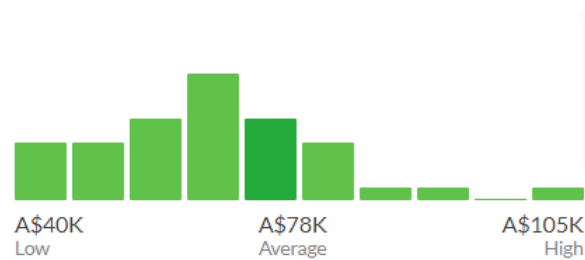
EXAMPLE SALARIES

Digital Marketing Specialist Salaries

36 Salaries Updated 8 Jun 2020

Average Base Pay

A\$77,734 / yr

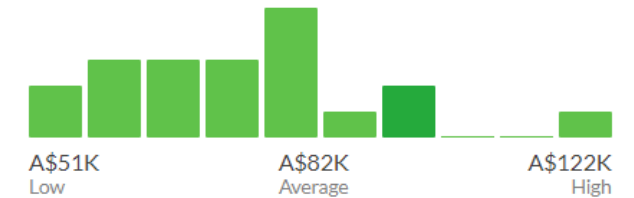


Marketing Analyst Salaries

19 Salaries Updated 6 Jun 2020

Average Base Pay

A\$81,529 / yr

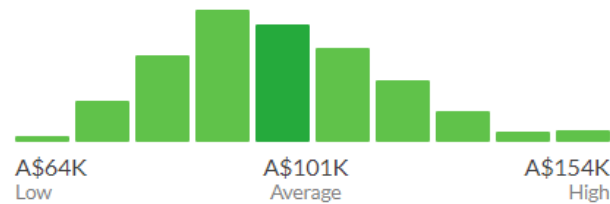


Marketing Manager Salaries

483 Salaries Updated 16 Jun 2020

Average Base Pay

A\$101K / yr

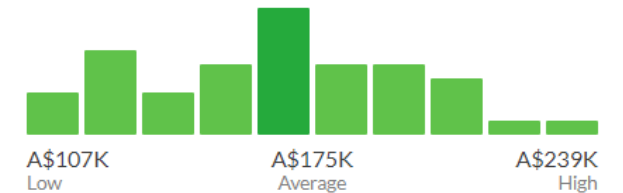


Marketing Director Salaries

36 Salaries Updated 16 Jun 2020

Average Base Pay

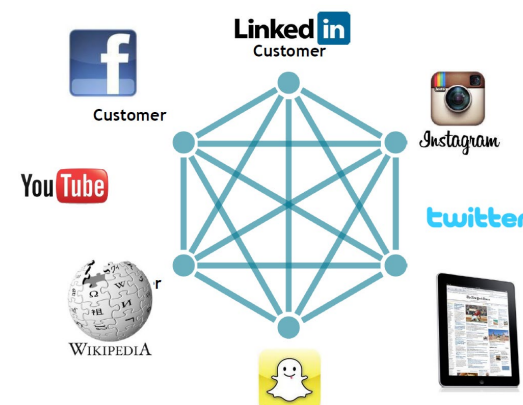
A\$175K / yr



TOP DIGITAL TRENDS

Digital Consumer Trends

Trend 1	Consumers seek digital balance
Trend 2	Outlets get autonomous
Trend 3	Brands search for their voice
Trend 4	Consumers take the customer experience (CX) wheel
Trend 5	Super apps go global



MARKETING AND COVID -19

BUYING PATTERNS

Understanding motivations, psychological processes, patterns of behaviour, role of communications and value of data

'Panic index' shows Australians were the world's best panic buyers

By Shane Wright

June 2, 2020 — 10:43pm



Australia outperformed the world dealing with the coronavirus pandemic - and the nation's consumers out-shopped their international counterparts when it came to panic buying.

New research by two University of New South Wales academics into coronavirus-related panic shopping shows that Australian consumers were the quickest in the world to raid supermarket aisles in search of toilet paper and canned soup.



This Melbourne IGA store introduced elderly-only shopping hour amid coronavirus soon followed suit. JASON SOUTH

'Could you buy a little less, please?': panic-buying disrupts food distribution

As the coronavirus spreads across the US, many are stockpiling staples, like toilet paper, temporarily leaving markets empty



GLOBAL

How Panic-Buying Revealed the Problem With the Modern World

The pandemic has shown how just-in-time systems are also fragile.

HELEN LEWIS MARCH 20, 2020



CLOSURES / DISTRIBUTION CHANGE

Transition to eCommerce, restructuring how and why consumers buy, rebuilding of consumer trust, safety for certain products/industries

Zara Owner to Close 1,200 Stores

The coronavirus is already taking a toll on the luxury industry

Gap records nearly \$1 billion in losses on coronavirus-led store closures

Victoria's Secret parent L Brands sales tumble 37%, with stores shut during coronavirus pandemic

AT&T is laying off thousands of workers and closing 250 stores

JCPenney, Tuesday Morning, Pier 1 going-out-of-business liquidation sales different because of COVID-19

JB Hi-Fi defies lockdown retail slump,

How coronavirus is affecting the global economy

From carmakers to airlines and hotels, the impact of the outbreak is punishing firms worldwide

● Coronavirus - latest updates



“Mass retail closures”: Why many retailers might not want their stores back after COVID-19

Department Stores And Malls Will Have A More Difficult Time Bouncing Back From Coronavirus Closures

Is 'Disney plus Costco' the future of shopping post-COVID-19?

DELIVERY OF SERVICES / EXPERIENCES

Increase transition of services and experiences to online consumption. Seek to create and maintain social connection and quality of experience. Use of technology is service experience and customer journey.



MARKETING ADAPTION TO....



- **ONLINE DISTRIBUTION AND DELIVERY**
- **INNOVATIVE DESIGN OF PRODUCTS**
- **DATA / DIGITAL / TECHNOLOGY + MARKETING NEXUS**
- **SOCIALLY CONSCIOUS COMMUNICATION / BRANDING**
- **ENTREPRENEURIAL APPROACHES**

TRANSLATION TO COURSES

How to these themes play out in Courses?

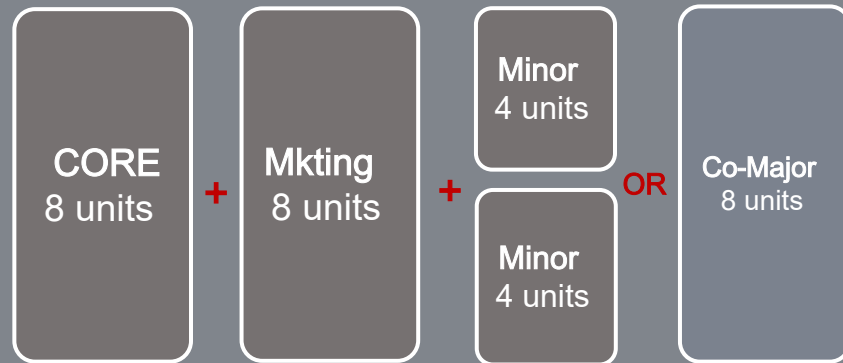
Marketing Research and Analytics
Integrated Marketing Communication
Consumer Behaviour
Marketing and Innovation
Frontiers in Digital Marketing
Marketing Strategy and Planning
Innovative Branding
Marketing Insights

Opportunity Discovery, Creativity and Design
Strategic and Entrepreneurial Marketing
Data Empowered Marketing
Consumer Behaviour
Global Digital Marketing
Branding and Creative Innovation
Services Marketing and Customer Management
Marketing Strategy and Planning
Marketing Communications Agency

OUR MARKETING OFFERING

UNDERGRADUATE

Bachelor of Business
(majoring in Marketing)



POSTGRADUATE



WHY STUDY AT SWINBURNE



- **INNOVATIVE CONTENT** (DIGITAL AND TECHNOLOGY)
- **INDUSTRY CO-CREATION** (AGENCIES, SOCIAL MEDIA, FMCG, SERVICES)
- **EMPLOYMENT PATHWAYS** (INTERNSHIPS AND PLACEMENTS)
- **PERSONALISED TEACHING AND LEARNING** (SMALL CLASSES)
- **FLEXIBLE STUDY** (BLENDED AND ONLINE)

A Swinburne Student Story and Outcome

THANK YOU

