**HSC BUSINESS STUDIES MARKETING (TOPIC 2)**

**INFORMATION EVENING**

“MARKETING IN A BUSINESS CONTEXT”

**Thursday 27th November 2014 4.25pm - 7.15pm**


Would you like to increase your understanding of “Marketing” in HSC Business Studies? Do you need an update? Do you need some case studies?

This information evening will be presented by Dr Mo Kader from the SP Jain School of Global Management. It will enable teachers of the NSW Board of Studies, Teaching and Educational Standards HSC Business Studies course to increase and update their knowledge of the Marketing topic. Dr Kader will focus on the main elements involved in the development and implementation of successful marketing strategies, using actual business case studies, which teachers will be able to share with their students in the classroom.

Dr Mo Kader is a business and academic professional with 19 years experience in managing medium and large businesses in Australia and Asia and in teaching, research and advisory in a vocational higher education setting. Dr Kader has been a director of Consultica Worldwide Management Consultants since 2001. The firm provides advisory services in the education, strategy and quality sectors and specialises in higher education institutions and registered training organisations with respect to registration, quality and compliance. Dr Kader is a director of several Australian companies and is a Chairman of the Academic Council and Member of the Academic Board of a higher education institution in Australia and several educational business units abroad. He is also advisor to several Sydney-based higher education providers and a Councilor of WEA Sydney, the Australian Marketing Institute and the Australian Institute of Training and Development. Dr Kader is a Fellow of the Australian Marketing Institute and is a Certified Practicing Marketer (CPM), Associate Fellow of the Australian Institute of Management and a Senior Associate of the Australasian Financial Institute. His other memberships include the Australian Institute of Company Directors, American Management Association and the Institute for Chartered Managers. He is widely published and takes an interest in student success through practical learning.

### Topics to be covered:

- Role of marketing
- Strategic role of marketing goods and services
- Interdependence with other key business functions
- Factors influencing customer choice – psychological, socio-cultural, economic, government
- Consumer laws
- Truth, accuracy and good taste in advertising, products that may damage health, engaging in fair competition
- Marketing process
- Situational analysis – SWOT, product life cycle
- Marketing strategies
- Market segmentation, product/service differentiation and positioning
- Products – goods and/or services
- Branding
- Packaging

### Cost (including GST):

- $30.00 - Non Member
- $15.00 - Student Teacher
- $0.00 - NO CHARGE - Financial EBE NSW Member

**RSVP:** Send the Acceptance Slip below with payment by Monday 24/11/2014 (unless all places are already taken) to:

- **Email:** admin@ebe.nsw.edu.au
- **Mail:** EBE NSW 3B Smalls Road RYDE NSW 2112

**Enquiries:**

- admin@ebe.nsw.edu.au
- 02 9886 7786
- www.ebe.nsw.edu.au

**Acceptance Slip:** I will be attending the HSC BST Marketing (Topic 2) Information Evening, 27 November, 2014:

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