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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| UNITEN LOGO 1.jpg  universiti tenaga nasional  college of foundation and general studies  Course Outline  Principles of Marketing  MKGD113  Semester 2 Academic Year 2015/2016  Azmer Ezwan Bin Abdullah  Tel: 09-4552020  Email: Azmer@uniten.edu.my  **PRINCIPLES OF Marketing**   |  |  | | --- | --- | | **Course Code :** | MKGD113 | | **Course Status :** | Core | | **Level :** | Diploma | | **Semester Taught :** | Semester 2 2015/2016 | | **Credit :** | 3 | | **Pre-requisites :** | - | | **Assessments :** | Quizzes 10%  Midterm Exam 20%  Assignment 30%  Final examination 40% | | **Lecturers :** | Azmer Ezwan Bin Abdullah | | **Course Description :** | This introduction course of marketing will expose students on how modern marketing practices may contribute towards firm’s profitability. The course enabling the students to understand the importance of marketing concepts and activities tailored to the customers’ needs and satisfaction. Students will be given a project which is to develop a product whereby they could able to apply marketing principles into real situations. This course combines lectures with product development and marketing plan presentations focusing on major marketing activities. | | **Course Outcome :** | 1. CO1: Define basic knowledge and comprehend the basic marketing concept and its process. 2. CO2: Understand the marketplace and consumers on its environment and behavior. 3. CO3: Identify and comprehend a customer-driven strategy and mix. |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Course Outcomes** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | | 1. Define basic knowledge and comprehend the basic marketing concept and its process. | X |  |  |  |  |  |  |  | | 1. Understand the marketplace and consumers on its environment and behavior. |  |  | X |  |  |  |  |  | | 1. Identify and comprehend a customer-driven strategy and mix. |  |  |  |  |  | X |  |  | | **Average PO** |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | | **Assessment Methods** | **CO1** | **CO2** | **CO3** | | 1. Group Project | X |  |  | | 1. Video Presentation |  | X | X | | 1. Tests | X | X |  | | 1. Final Exam | X |  | X |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Total Students Learning Time (SLT)**  120 hours | **Face to Face**  **(F2F)** | | | | **NFTF** | **Total Guided and Independent Learning**  **(SLT)** | | **L** | **T** | **P** | **O** | | L= Lecture  T= Tutorial  P= Practical  O= Others  NFTF = Non Face to Face  ILT = Independent Learning Time | 28 | 14 | 0 | 8 | 70 | **120** |   **Course Outline** :   |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | **Week** | **Topic** | **F2F** | | | | **NFTF** | **SLT** | | **L** | **T** | **P** | **O** | | 1 | **Chapter 1:** **MARKETING: MANAGING PROFITABLE CUSTOMER RELATIONSHIP**   * What Is Marketing * Understanding The Marketplace And Customer Needs * Designing A Customer Driven Marketing Strategy * Builidng Customer Relationships * Capturing Value From Customers * The Changing Marketing Landscape | 2 | 1 |  |  | 3 | 6 | | 2 | **Chapter 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER RELATIONSHIP**   * Company-Wide Strategic Planning: Defining Marketing’s Role * Planning Marketing: Partnering To Build Customer Relationships * Marketing Strategy: Marketing Mix * Managing The Marketing Effort * Measuring And Managing Return On Marketing Investment | 2 | 1 |  |  | 3 | 6 | | 3 | **Chapter 3:** **THE MARKETING ENVIRONMENT**   * The Company’s Microenvironment * The Company’s Macroenvironment * Responding To The Marketing Environment | 2 | 1 |  |  | 3 | 6 | | 4 | **Chapter 4:** **MANAGING MARKETING INFORMATION**   * Marketing Information And Customer Insights * Assessing Marketing Information Needs * Developing Marketing Information * Marketing Research * Analysing Marketing Information * Distributing And Using Marketing Information | 2 | 1 |  |  | 3 | 6 | | 5 | **Chapter 5:** **CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOUR**   * Model Of Consumer Behaviour * Characteristics Affecting Consumer Behaviour * Types Of Buying Decision Behaviour * The Buyer Decision Process * The Buyer Decision Process For New Products | 2 | 1 |  |  | 3 | 6 | | 6 | **Chapter 6:** **BUSINESS MARKET AND BUSINESS BUYER BEHAVIOUR**   * Business Markets * Business Buyer Behaviour * Institutional And Government Markets | 2 | 1 |  |  | 3 | 6 | | 7 | **Chapter 7:** **CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS**   * Market Segmentation * Market Targeting * Differentiation And Positioning | 2 | 1 |  |  | 3 | 6 | | 8 | **Chapter 8:** **PRODUCT, SERVICES, AND BRAND STRATEGIES**   * What Is Product? * Product Decisions * Branding Strategy: Building Strong Brands * Services Marketing | 2 | 1 |  |  | 3 | 6 | | 9 | **Chapter 9:** **NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE CYCLE STRATEGIES**   * New Product Development Strategy * The New Product Development Process * Managing New Product Development * Product Life-Cycle Strategies | 2 | 1 |  |  | 3 | 6 | | 10 | **Chapter 10:** **PRICING PRODUCT: PRICING STRATEGIES**   * New Product Pricing Strategies * Product Mix Pricing Strategies * Price Adjustment Strategies * Price Changes * Public Policy And Pricing | 2 | 1 |  |  | 3 | 6 | | 11 | **Chapter 11:RETAILING AND WHOLESALING**   * Retailing * Wholesaling | 2 | 1 |  |  | 3 | 6 | | 12 | **Chapter 12:** **COMMUNICATING CUSTOMER VALUE: INTEGRATED MARKETING COMMUNICATION STRATEGY**   * The Promotion Mix * Integrated Marketing Communications * A View Of The Communication Process * Steps In Developing Effective Marketing * Setting The Total Promotion Budget And Mix * Socially Responsible Marketing Communication | 2 | 1 |  |  | 3 | 6 | | 13 | **Chapter 13:** **ADVERTISING, SALES PROMOTION & PUBLIC RELATIONS**   * Advertising * Public Relations | 2 | 1 |  |  | 3 | 6 | | 14 | **Chapter 14:** **PERSONAL SELLING AND DIRECT MARKETING**   * Personal Selling * The Personal Selling Process * Sales Promotion | 2 | 1 |  |  | 3 | 6 | |  | Quizzes |  |  |  | 1 |  | 1 | |  | Midterms |  |  |  | 1 |  | 1 | |  | Assignments |  |  |  | 3 |  | 3 | |  | Final examination |  |  |  | 3 |  | 3 | |  | **Total SLT** | **28** | **14** | **0** | **8** | **70** | **120** |   **References:**   * Kotler, Philip; Armstrong, Gary; Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan & Yau Hon-Ming, Oliver, Principles of Marketing (A Global Perspective), authorized adaptation from Principles of Marketing, 12th Edition, Kotler, Philip & Armstrong, Gary, Prentice Hall, Pearson Education South Asia Pte Ltd, 2011.   **Additional references supporting the course**   * Kotler, Philip & Armstrong, Gary, Principles of Marketing, 12th Edition, Pearson Education Inc., 2008. * Solomon, Michael R.; Marshall, Greg W. & Stuart, Elnora W.; Marketing – real people, real choices, 5th Edition, Pearson Education Inc., 2008. |
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