

## COURSE INFORMATION

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<b>Program Name</b>	Diploma in Technology Management Diploma in Technology Management (Accounting)		
<b>Course code:</b>	DDWG2233	<b>Academic Session/Semester:</b>	2020/2021-1
<b>Course name:</b>	Principles of Marketing	<b>Pre/co requisite (course name and code, if applicable):</b>	Nil
<b>Credit hours:</b>	3		

<b>Course synopsis</b>	This course provides an overview of an introductory course in marketing. The definition of marketing, key marketing concepts, the marketing process, and factors that influence marketing strategies will be explained. Students need to understand major environmental forces that affect marketing and elements of the marketing mix. Students will compare the buying behaviours of final consumers and business customers. They will also look at issues related to marketing channel, integrated marketing communication as well as product and promotion strategies. At the end of this course, students will be able to develop a set of marketing plan.		
<b>Course coordinator (if applicable)</b>	Diyana Nabilah Binti Md. Burhan		
<b>Course lecturer(s)</b>	<b>Name</b>	<b>Office</b>	<b>E-mail</b>
	Mohd Azri bin Johan	Level 3, Block H, UTMKL	m_azri@utmspace.edu.my

### Mapping of the Course Learning Outcomes (CLO) to the Programme Learning Outcomes (PLO), Teaching & Learning (T&L) methods and Assessment methods:

No.	CLO	PLO (Code)	*Taxonomies and **Generic Skills	T&L Methods	***Assessment Methods
CLO1	Explain key marketing concepts, marketing process, macro- and micro- environmental forces and elements of the marketing mix	PLO1	C3	Lecture, active learning	T, HW, F
CLO2	Illustrate problems as well as propose alternative solutions.	PLO3	P3, CTPS3	Lecture, active learning	T, HW, F
CLO3	Evaluate marketing issues and idea clearly and effectively as well as gives feedback	PLO4	A3	Active learning	PR
CLO4	Work collaboratively as part of a team	PLO5	A3, TS1	Active learning	PR

Refer \*Taxonomies of Learning and \*\*UTM's Graduate Attributes, where applicable for measurement of outcomes achievement

\*\*\*T – Test; Q – Quiz; HW – Homework; Asg – Assignment; PR – Project; Pr – Presentation; F – Final Exam etc.

<b>Prepared by:</b>  Name: Mohd Azri Bin Johan Signature:  Date: 18 <sup>th</sup> June 2020	<b>Certified by:</b>  Name: Mohamad Shafie Bin Abdul Rashid Signature: Date: 18 <sup>th</sup> June 2020
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#### Details on Innovative T&L practices:

No.	Type	Implementation
1	Active learning	Conducted through in-class activities, presentation, problem based learning.
2	Project	Conducted through project development. Students in a group have to develop marketing plan within a given time frame.

#### Weekly Schedule:

Week 1	1.0	Understanding marketing and key marketing concepts 1.1 What is marketing? 1.2 Understanding the marketplace and customer needs 1.3 Designing customer value-driven marketing strategy 1.4 The changing marketing landscape
Week 2	2.0	Partnering to build customer engagement, value and relationship 2.1 Company-wide strategic planning 2.2 Planning marketing, Marketing strategy and marketing mix 2.3 Managing marketing effort
Week 3	3.0	Analysing the marketing environment 3.1 The micro environment and macro environment 3.2 Responding to marketing environment
Week 4	4.0	Consumer markets: Buying-decision behaviour and buyer decision process 4.1 Model of consumer behaviour 4.2 Characteristics affecting consumer behaviour 4.3 The buying decision behaviour 4.4 The buyer decision process and buyer decision process for new product
Week 5	5.0	Business markets: Characteristics, business buyer behaviour and buying process 5.1 Business market 5.2 Business buyer behaviour 5.3 Institutional and government market
Week 6	6.0	Market segmentation. 6.1 Segmenting Consumer Markets 6.2 Segmenting Business Markets 6.3 Segmenting International Markets 6.4 Requirements for Effective Segmentation
Week 7	7.0	Customer-Driven Marketing Strategy 7.1 Market Targeting 7.2 Differentiation & Positioning 7.3 Choosing a Differentiation and Positioning Strategy 7.4 Communicating and Delivering the Chosen Position
Week 8		Mid Semester Break

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Week 9	8.0 Products. Levels and classifications of products. Consumer vs. Industrial products 8.1 What is product? 8.2 Product and service decision 8.3 Service marketing 8.4 Branding strategy
Week 10	9.0 New product development and product life cycle strategies. 9.1 New product development strategy 9.2 The new product development process 9.3 Managing new product development
Week 11	10.0 Pricing: Understanding and capturing customer value 10.1 What is price? 10.2 Major pricing strategies 10.3 Other internal and external considerations affecting price decision
Week 12	11.0 Pricing strategies: Additional considerations 11.1 New product pricing strategies 11.2 Product mix pricing strategies 11.3 Price adjustment strategies 11.4 Price changes, public policy and pricing
Week 13	12.0 Marketing channels 12.1 Supply chain and the value delivery network 12.2 The nature and importance of marketing channels 12.3 Channel behaviour and design decision 12.4 Channel management decision
Week 14	13.0 Integrated marketing communication 13.1 The promotion mix 13.2 Integrated marketing communication 13.3 Communication process & developing effective marketing communication 13.4 Socially responsible marketing communication
Week 15	Project Presentation
Week 16	Revision Week
Week 17-19	Final Examination Week

**Transferable skills (generic skills learned in course of study which can be useful and utilised in other settings):**

Communication and Team working skills

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#### Student learning time (SLT) details:

Distribution of Student Learning Time (SLT) by CLO	Teaching and Learning Activities					SLT	
	Guided Learning (Face to Face) L: Lecture, T: Tutorial, P: Practical, O: Others				Guided Learning Non-Face to Face		Independent Learning Non-Face to face
CLO	L	T	P	O			
CLO1	13h			4h	10h	20h	47h
CLO2	15h			6h	4h	15h	40h
CLO3				2h	4h	12h	18h
CLO4				2h	2h	5.5h	9.5h
<b>Total SLT</b>	<b>28h</b>	<b>0h</b>	<b>0h</b>	<b>14h</b>	<b>20h</b>	<b>52.5h</b>	<b>114.5h</b>

No.	Continuous Assessment	PLO (Code)	Percentage	SLT
1	Assignment	PLO 1, PLO 3	10	As in CLO1, CLO2 (30h)
2	Test 1	PLO 1, PLO 3	10	1.5h
3	Test 2	PLO 1, PLO 3	10	1.5h
4	Group project and presentation	PLO 1, PLO 3, PLO 4, PLO5	10	As in CLO1, CLO2, CLO3, CLO4 (30h)
<b>Final Assessment</b>				
1	Final Examination	PLO1	60	2.5h
<b>Total SLT</b>			<b>100</b>	<b>120h</b>

h: hours

#### Special requirement to deliver the course (e.g: software, nursery, computer lab, simulation room):

Lecture room with computer and LCD Internet connection
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#### Learning resources:

<p><b>Main reference :</b> Kotler, P. and Armstrong, G. (2018). Principles of Marketing. 17th Edition. Singapore: Prentice Hall.</p> <p><b>Additional references :</b></p> <ol style="list-style-type: none"> <li>1. Kotler, P. and Armstrong, G. (2015). Marketing: An Introduction.10th Edition/ Global Edition. New Jersey: Pearson.</li> <li>2. Kotler, P. Kevin Lane Keller (2015), Marketing Management.-An Asian Perspective. 10th Edition. Singapore: Prentice Hall.</li> </ol> <p><b>Online</b> <a href="https://utmspace.blackboard.com/">https://utmspace.blackboard.com/</a></p>
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**Other additional information (Course policy, any specific instruction etc.):**

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