

COURSE INFORMATION


School / Faculty:	PPD / SPACE	Page:	1 of 5
Program Name	Diploma in Technology Management Diploma in Technology Management (Accounting)		
Course code:	DDWG1153	Academic Session/Semester:	2020/21/1
Course name:	Principles of Marketing	Pre/co requisite (course name and code, if applicable):	Nil
Credit hours:	3		

Course synopsis	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.			
Course coordinator (if applicable)	Diyana Nabilah Binti Md. Burhan			
Course lecturer(s)	Name	Office	Contact no.	E-mail
	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 (KW)	C3	Lecture, active learning	T,HW,F
CLO2	'Think outside the box' in finalising the marketing plan for the business.	PLO2 (CG)	TH4	Lecture, active learning	T,HW,F
CLO3	Evaluate marketing issues and idea clearly and effectively as well as gives feedback	PLO5 (CS)	CS2	Active-learning	PR,Pr
CLO4	Develop a marketing plan for their chosen business ideas after successfully understanding company and marketing strategy.	PLO10 (ENT)	A4 ES2	Active-learning	PR,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.

Prepared by: Name: Mohd Azri Bin Johan Signature:  Date: 17 th June 2020	Certified by: Name: Mohamad Shafie Bin Abdul Rashid Signature: Date: 17 th June 2020
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School / Faculty:	PPD / SPACE	Page:	2 of 5
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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.	Case study-based learning	Problem based learning.
3.	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 Analyzing 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 behavior and buying process 5.1 Business market 5.2 Business buyer behavior 5.3 Institutional and government market 5.4 Institutional and government market
Week 6	6.0 Market segmentation. 6.1 Requirements for effective segmentation 6.2 Market targeting 6.3 Differentiation and positioning

School / Faculty:	PPD / SPACE	Page:	3 of 5
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Week 7	<p>7.0 Target Marketing.</p> <p>7.1 Evaluating market segments</p> <p>7.2 Selecting target market segments</p> <p>7.3 Positioning. Choosing differentiation and positioning strategy</p>
Week 8	MID SEMESTER BREAK
Week 9	<p>8.0 Products. Levels and classifications of products. Consumer vs. Industrial products</p> <p>8.1 What is product?</p> <p>8.2 Product and service decision</p> <p>8.3 Service marketing</p> <p>8.4 Branding strategy</p>
Week 10	<p>9.0 New product development and product life cycle strategies.</p> <p>9.1 New product development strategy</p> <p>9.2 The new product development process</p> <p>9.3 Managing new product development</p>
Week 11	<p>10.0 Pricing: Understanding and capturing customer value</p> <p>10.1 What is price?</p> <p>10.2 Major pricing strategies</p> <p>10.3 Other internal and external considerations affecting price decision</p>
Week 12	<p>11.0 Pricing strategies: Additional considerations</p> <p>11.1 New product pricing strategies</p> <p>11.2 Product mix pricing strategies</p> <p>11.3 Price adjustment strategies</p> <p>11.4 Price changes, public policy and pricing</p>
Week 13	<p>12.0 Marketing channels</p> <p>12.1 Supply chain and the value delivery network</p> <p>12.2 The nature and importance of marketing channels</p> <p>12.3 Channel behaviour and design decision</p> <p>12.4 Channel management decision</p>
Week 14	<p>13.0 Integrated marketing communication</p> <p>13.1 The promotion mix</p> <p>13.2 Integrated marketing communication</p> <p>13.3 Communication process and developing effective marketing communication</p> <p>13.4 Socially responsible marketing communication</p>

School / Faculty:	PPD / SPACE	Page:	4 of 5
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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 enterprising skills

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
Total SLT	28h	0h	0h	14h	20h	52.5h	114.5h

No.	Continuous Assessment	PLO (Code)	Percentage	SLT
1	Assignment	PLO 1(KW), PLO2 (CG)	10	As in CLO1, CLO2 (30h)
2	Test 1	PLO 1(KW), PLO2 (CG)	10	1.5h
3	Test 2	PLO 1(KW), PLO2 (CG)	10	1.5h
4	Group project and presentation	PLO 1(KW), PLO2 (CG), PLO5 (CS), PLO10 (ENT)	10	As in CLO1, CLO2, CLO3, CLO4(30h)
	Final Assessment	PLO (Code)		
1	Final Examination	PLO 1(KW), PLO2 (CG)	50	2.30h
Total SLT			100	120h

h: hours, m: minutes

School / Faculty:	PPD / SPACE	Page:	5 of 5
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Special requirement to deliver the course (e.g: software, nursery, computer lab, simulation room):

Lecture room with computer and LCD
Internet connection

Learning resources:

Main reference:

Kotler, P. and Armstrong, G. (2018). Principles of Marketing. 17th Edition. Singapore: Prentice Hall.

Additional references:

1. Kotler, P. and Armstrong, G. (2016). Principles of Marketing. 16th Edition. Singapore: Prentice Hall.
2. Kotler, P. and Armstrong, G. (2015). Marketing: An Introduction. 10th Edition/ Global Edition. New Jersey: Pearson.
3. Kotler, P. Kevin Lane Keller (2015), Marketing Management. -An Asian Perspective. 10th Edition. Singapore: Prentice Hall.

Online

<https://utmSPACE.blackboard.com/>

Academic honesty and plagiarism:

Assignments are individual tasks and NOT group activities (UNLESS EXPLICITLY INDICATED AS GROUP ACTIVITIES)
Copying of work (texts, simulation results etc.) from other students/groups or from other sources is not allowed. Brief quotations are allowed and then only if indicated as such. Existing texts should be reformulated with your own words used to explain what you have read. It is not acceptable to retype existing texts and just acknowledge the source as a reference. Be warned: students who submit copied work will obtain a mark of **zero** for the assignment and disciplinary steps may be taken by the Faculty. It is also unacceptable to do somebody else's work, to lend your work to them or to make your work available to them to copy.

Other additional information (Course policy, any specific instruction etc.):

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