

COURSE OUTLINE

Department & Faculty: Department of Mechanical Engineering & Management, Centre for Diploma Studies, SPACE, UTM	Page :
Course Code: Principles of Marketing (DDWG 2233) Total Lecture Hours: 42 hours	Semester: Academic Session:

Lecturer : Dr. Sofian Ibrahim
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Synopsis : This is 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 international marketing such as the global marketing environment as well as product and promotion strategies.

LEARNING OUTCOMES

By the end of the course, students should be able to:

No.	Course Learning Outcomes	Programme Learning Outcome(s) Addressed	Taxonomy and Soft Skill Levels	Assessment Methods
1.	Determine the key marketing concepts, marketing process, macro- and micro- environmental forces and elements of the marketing mix,	PLO1	C3	Test, Final Exam
2.	Differentiate between consumer and business markets and their buying behaviours, and issues related to international marketing.	PLO1	C3	Test, Final Exam
3.	Identify and analyse problems as well as propose alternative solutions.	PLO3	P3, CTPS1	Test, Final Exam
4.	Convey idea clearly and effectively as well as gives feedback related to entrepreneurship environment. Work collaboratively as part of a team.	PLO4, PLO7, PO5	P3, A3, CS1-3, KK1, A3, TS1	Assignment & Presentation

Prepared by:
 Name: Dr. Sofian Ibrahim
 Signature:
 Date:

Certified by: (Course Panel Head)
 Name: Hairuzzafwan bin Bukhari
 Signature:
 Date:

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STUDENT LEARNING TIME

Teaching and Learning Activities	Student Learning Time (hours)
A. Face-to-face Learning	
1. Lecture	42
2. Practical / Tutorial	
3. Student Centered Learning	
B. Self Directed Learning	
1. Non face-to-face eg assignments	40
2. Revision	26.5
3. Assessment Preparation	7
C. Formal Assessment	
1. Continuous Assessment	2
2. Final Exam	2.5
Total	120

TEACHING METHODOLOGY

Lecture and Discussion, Active Learning, Independent Study, Presentation.

WEEKLY SCHEDULE

- | | | |
|--------|---|---|
| Week 1 | : | Understanding marketing and key marketing concepts |
| Week 2 | : | Marketing: orientations, processes and mix. |
| Week 3 | : | Micro- & Macro- environment |
| Week 4 | : | Consumer markets: Buying-decision behavior and buyer decision process |
| Week 5 | : | Business markets: Characteristics, business buyer behaviour and buying process |
| Week 6 | : | Market segmentation. Requirements for effective segmentation. |
| Week 7 | : | Target Marketing. Evaluating market segments. Selecting target market segments. Positioning |
| Week 8 | : | MID TERM BREAK |
| Week 9 | : | Products. Levels and classifications of products. Consumer vs. Industrial products |

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- Week 10 : Product mix decisions. Product identity: Packaging, Labelling & Branding.
- Week 11 : New product development and product life cycle strategies. Categories of adopters.
- Week 12 : Pricing strategies. Price adjustment strategies.
- Week 13 : Marketing channels. Retailing and wholesaling.
- Week 14 : Integrated marketing communication strategy.
- Presentation

REFERENCES :

Main Text:

Kotler, P. and Armstrong, G. (2015). *Principles of Marketing*. 20th Edition. Singapore: Prentice Hall.

Other References:

Nor Khalidah Abu and Yusniza Kamarulzaman. (2009). *Principles of Marketing*. Shah Alam: Oxford Universiti Press (OUP).

Kotler, P. and Armstrong, G. (2011). *Marketing: An Introduction*. 10th Edition/ Global Edition. New Jersey: Pearson.

Kalthom bt. Abdullah. (2008). *Marketing Mix from an Islamic Perspective*. Petaling Jaya: Pearson-Prentice Hall.

GRADING:

No.	Assessment	Number	% each	% total	Dates
1	Homework/Cooperative learning	4	2.5	10	
2	Peer evaluation	1	10	10	
3	Test	1	15	15	WK 7
4	Assignment	1	15	15	WK 14
5	Final Exam	1	50	50	
	Overall Total			100	