

ADMS | **Advanced Diploma in Management Studies Programme**

Course Name	: Marketing
Course Code	: 67
Basic Course / Optional Course / Compulsory Course	: Basic Course
QF Level	: 4
No. of QF Credit	: 9
Mode of Tutition	: Sectional approach
Class Contact Hours	: 30 hours

Brief Course Description

Marketing is the conscious effort to achieve desired exchange outcomes with target customers. The marketer's basic skill lies in influencing the level, timing, and character of demand for a product, service, organization, place, person, or idea. This course introduces the fundamental concepts of marketing management to all students.

Objective

The objective of this course is to help students understand the basic components of marketing (such as consumer behavior, marketing research, product management, distribution, promotion, and price planning) as well as to get exposure to various contemporary techniques and ethical dilemmas in marketing.

Course Intended Learning Outcomes (CILO)

Upon completion of the course, students should be able to:

CILO 1: describe the basic concepts and theories of marketing;

CILO 2: define the role of marketing within an organization;

CILO 3: examine the environmental forces that shape a business organization;

CILO 4: apply analytical skills to solve business problems and make decisions in the best interest of the company; and

CILO 5: formulate marketing plans with well-defined objectives.

Measurement of Learning Outcomes

1. Final examination assesses students' understanding of the concepts and principles learnt in the class. [CILO 1, 2, 3, 4]
2. Assignment and quiz evaluate students' capability to analyze practical business problems and make recommendations by applying the knowledge learnt. [CILO 4, 5]
3. Student's participation in class activities such as role-play, class discussions, videos watching, etc. assess students' understanding of the concepts and principles learnt in the class. [CILO 1, 2, 3, 4, 5]

Indicative Content

1. Introduction – Marketing's Value to Consumers, Firms, and Society
Meaning of Marketing
Roles of Marketing
Marketing Concept and Customer Value
2. Marketing Strategy Planning
Meaning of Marketing Strategy
Importance of Marketing Strategy Planning
Marketing Strategy Planning Process
3. Marketing Environments
Forces that Shape the Marketing Environment
Competitive Situations that Affect Marketing Strategy Planning
4. Marketing Research and Information
Marketing Information Systems
Marketing Research Approach
5. Identification of Target Markets
Process of Segmentation, Targeting and Positioning
Types of Markets
Consumer/Organizational Buying Behaviour and the Buying Processes
6. Product Planning
Concepts of Branding, Packaging, Warranty, and Product Classes
Importance of Product Life Cycle, New Product Development, and Branding
7. Price Planning
Basics of Product Pricing
Pricing Objectives and Pricing Policies
Price Setting Approaches and Issues

8. Distribution Planning
Types of Channel-mix Strategies
Basic Approaches for Entering International Markets
Concepts of Physical Distribution and Distribution Center
9. Promotion Planning
Integrated Marketing Communications Concept
Promotion Methods
Importance and Nature of Personal Selling, Advertising, Publicity, and Sales Promotion

Teaching Method / Class Activities

One in-class quiz and one individual assignment complement the class discussion process. In-class quiz consists of a selection of objective questions and short case analyses while individual assignment consists of one mini case study. At the end of the term, there is a two-hour written examination which contains case studies and long questions.

Students are encouraged to participate in class discussions and class assignments. Occasionally, students are also required to conduct “informal” exercises related to the understanding of marketing principles and strategies. However, one will lose participation marks for low attendance, consistent lateness and disturbing behaviour.

Examination, quiz and assignment are compulsory and must be taken on the scheduled dates. No books or notes are allowed during any of the tests.

Weighting of Assessments:

Individual Assignment	15%
In-class Quiz	15%
Class/Group Participation	10%
Final Examination	60%
Total	100%

Textbook

Perreault, W. D.; McCarthy, J. & Cannon, J. P., 2016. *Essentials of marketing*. 15th ed. New York: McGraw-Hill Education.

NOTIONAL LEARNING HOURS (NLHs) AND QF CREDIT OF THE COURSE

		Learning outcomes	Contact hours (a)	Self-study hours (b)	Total hours (a+b)
Learning and teaching activity					
1	Lecture	CILO1,2,3,4,5	27	54	81
2	Tutorial				
3	Practical work (laboratory, workshop, etc.)				
4	Online, distance and blended learning				
5	Internship / placement / fieldwork				
6	Others				
Assessment					
7	Exercise (individual assignment)	CILO4,5	1	2	3
8	Project				
9	Test / examination / assessment activities	CILO 1,2,3,4,5	3		3
10	Others (class participation)	CILO 1,2,3,4,5	1		1
Total NLHs					88
QF credit = Total NLHs/10					9