



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma Pengurusan Muamalat
COURSE NAME	Principle of Marketing
COURSE CODE	DBT 1013
CREDIT HOUR	3
SYNOPSIS	This course will discuss on concepts of marketing, marketing environment and marketing ethic, consumer and business decision making, segmenting and targeting market, product decisions, developing and managing products, marketing channels, retailing, marketing communication, advertising, sales promotion, public relations, personal selling and direct marketing, pricing concept and setting the right price. Apart from that also to exposure student of view Islamic on same as marketing techniques and paradoxical with Islamic law also given.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Introduction to Management 1.1 Definition of marketing 1.2 Marketing management philosophies 1.3 Differences between sales and market orientation 1.4 Marketing Process 1.5 Trends in marketing
2	Marketing Environment and marketing ethics 2.1 Internal marketing environment 2.2 External marketing environment 2.3 Ethical behavior in business 2.4 Corporate social responsibility
3	Consumer and Business decision making 3.1 Importance of understanding of consumer behavior 3.2 Consumer buying behavior Consumer decision making process 3.3 Types of consumers buying decision 3.4 Factor influencing consumer buying decisions 3.5 Business buying behavior
4	Segmenting and Targeting Market 4.1 Criteria for successful segmentation 4.2 Bases for segmenting consumer market 4.3 Steps in segmenting a market Strategies for selecting target market 4.4 Positioning



5	Products Decisions 5.1 What is Product 5.2 Classification of product 5.3 Level and types of products 5.4 Product items, lines and mixes 5.5 Branding 5.6 Packaging
6	Developing and Managing Product 6.1 New product development process 6.2 Product Life cycles
7	Marketing Channels 7.1 Marketing Channels 7.2 Channels intermediaries and their function 7.3 Channel structure 7.4 Channel strategy decisions
8	Retailing 8.1 Classification of retails operations Major types of retails operations 8.2 Non-store retailing 8.3 Franchising 8.4 Retail marketing strategy 8.5 Trends in retailing
9	Marketing Communication 9.1 Roles of promotion 9.2 The promotion Mix 9.3 Marketing Communication process 9.4 Promotional Goals & the AIDA concept 9.5 Factor affecting the promotional mix
10	Advertising, Sales Promotion, Public Relations, Personal 10.1 Selling and Direct Marketing 10.2 Effects of Advertising 10.3 Major types of advertising 10.4 Steps in creating an advertising campaign
11	Media Decisions 11.1 Sales promotion 11.2 Public relations 11.3 Personal Selling (Steps the selling Process, Sales management) 11.4 Direct Marketing



12	Principle concepts 12.1 Pricing objectives 12.2 Demand Determinant of price Cost determinant of price 12.3 Another determinant of price
13	Setting the right price 13.1 How to set a price on a product The legality & ethics of price strategy 13.2 Tactics for fine tuning the base price
14	Product line pricing 14.1 Pricing during inflation & recession 14.2 Price Adjustment strategy
References:	1. ORS Principles of Marketing Third Edition, Yusniza Kamarulzaman et al., ISBN 13 : 9789834721381 Year of Publication : May 2017