



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

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| PROGRAM | Diploma in Accountancy |
| COURSE NAME | FUNDAMENTALS OF MARKETING |
| COURSE CODE | MKT243 |
| CREDIT HOUR | 3 |
| SYNOPSIS | This course examines the fundamentals, practical, managerial approach to marketing. It gives the students a comprehensive, innovative, managerial and practical introduction to marketing. |
| COURSE STRUCTURE | |
| CHAPTER | TOPICS |
| 1 | Overview of Marketing 1.1 Definition of marketing 1.2 Basic concepts of marketing 1.3 Elements of marketing mix 1.4 Marketing orientation 1.5 Marketing environment |
| 2 | Understanding Consumer Behaviour 2.1 Consumer buying behaviour 2.2 Factors influencing consumer buying behaviour 2.3 Consumer buying decision-making process 2.4 Types of consumer buying decisions |
| 3 | Market Segmentation, Targeting and Positioning 3.1 Introduction 3.2 Understanding the key concepts 3.3 Market segmentation 3.4 Market targeting 3.5 Market positioning |
| 4 | Product 4.1 Overview of product 4.2 Branding 4.3 Packaging 4.4 New product development 4.5 Adoption of new product 4.6 Product life cycles |



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| 5 | Price 5.1 Understanding pricing decisions 5.2 Factors influencing pricing decisions 5.3 Pricing strategy for new product 5.4 Price adjustment strategy |
| 6 | Place 6.1 Overview of marketing channels 6.2 Consumer channel structure 6.3 Level of channel distribution intensity 6.4 Understanding retailing 6.5 Franchising |
| 7 | Promotion 7.1 Understanding promotional mix 7.2 The goals of promotion 7.3 The promotional mix 7.4 The AIDA concept 7.5 Advertising 7.6 Public Relations 7.7 Sales Promotion 7.8 Personal Selling |
| 8 | Contemporary topics in Marketing 8.1 Customer Relationship Management 8.2 Social media and marketing 8.3 Ethics and social responsibility |
| References: | 1. C.W.Lamb, Hr. J.F.Hair, Jr., & C. Mc Daniel, <i>Mktg</i> , 12, Cengage Publishing, 2018, ISBN: n/a 2. P.Kotler & G. Armstrong, <i>Principle of Marketing</i> , 17, Prentice Hall, 2018, ISBN: n/a 3. Y. Kamarulzaman, & N.K. Abu, <i>Principle of Marketing</i> , 2, Oxford, 2013, ISBN: n/a |