



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

<b>PROGRAM</b>	<b>DIPLOMA IN GRAPHIC DESIGN</b>
<b>COURSE NAME</b>	<b>DESIGN MARKETING AND MANAGEMENT</b>
<b>COURSE CODE</b>	<b>DGE 5023</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	The elements are components or parts which can be isolated and defined in any visual design or work of art. They are the structure of the work, and can carry a wide variety of messages. The details may be differentiated by researches.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>MODULE 1</b> 1.1 Management Information 1.2 Systems 1.3 Introduction to Applications 1.4 Programming 1.5 Introduction to Computer 1.6 Science 1.7 Introduction to Information 1.8 Systems
<b>2</b>	<b>MODULE 1</b> 1.9 Managing Data Resources 1.10 Networking and Data 1.11 Communications 1.12 Designing Information 1.13 Systems 1.14 Electronic Commerce
<b>3</b>	<b>MODULE 1</b> 1.15 Information Products: Applied 1.16 Economics and Strategy 1.17 Innovating with Information 1.18 Technology
<b>4</b>	<b>MODULE 2</b> 1.1 Marketing and Management 1.2 Marketing Management 1.3 Consumer Behavior 1.4 Marketing Research 1.5 Business Marketing
<b>5</b>	<b>MODULE 2</b> 1.6 Services Marketing and Management 1.7 Retailing Management 1.8 International Marketing Management 1.9 Advanced Marketing Strategy



6	<b>MODULE 2</b> 2.10 Communication Strategy 2.11 Pricing Strategy and Tactics 2.12 Internet Marketing 2.13 Brand Management 2.14 Technology Management
7	<b>MODULE 2</b> 2.15 Technology and Management 2.16 Human Resource Management 2.17 Modeling Business Decisions and Market Outcomes
8	<b>MODULE 3</b> 3.1 Describe the role of branding and considerations for effective brand strategy 3.2 Discuss the processes that marketers use to manage brands and develop new products/ services 3.3 Discuss the special marketing needs of services due to the characteristics of services
9	<b>MODULE 3</b> 3.4 Explain how marketers select distribution channel strategies for competitive advantage and how they motivate and evaluate channel members 3.5 Learn the fundamentals of implementing the marketing function in organizations. 3.6 Evaluate the social, legal, political and ethical concerns in marketing 3.7 Understand the function of marketing in a competitive, dynamic global business.
10	<b>MODULE 4</b> 4.1 Marketing Behavior 4.2 Marketing management: analysis 4.3 Decision-making processes 4.4 Develop an understanding of the theories and techniques of planning 4.5 Analyzing and presenting market studies 4.6 Product introduction
11	<b>MODULE 4</b> 4.1 New technologies in interactive marketing 4.2 Developing the marketing mix appropriate to various 4.3 International global environments. 4.4 Analysis of a contemporary marketing 4.5 Marketing plan for a client.
12	<b>MODULE 4</b> 4.6 Management and use of Communications technologies 4.7 Price and value information



	<p>4.8 Concepts of electronic commerce</p> <p>4.9 Promotion and advertising</p> <p>4.10 Strategies</p>
13	<p><b>MODULE 5</b></p> <p>5.1 Class activities to evaluate students' knowledge and abilities.</p> <p>5.2 Attendance</p> <p>5.3 Book reviews</p> <p>5.4 Class preparedness and participation</p> <p>5.5 Collaborative learning projects</p> <p>5.6 Compositions</p>
14	<p><b>MODULE 5</b></p> <p>5.7 Exams/tests/quizzes</p> <p>5.8 Homework</p> <p>5.9 Internet</p> <p>5.10 Journals</p> <p>5.11 Library assignments</p> <p>5.12 Portfolio review</p> <p>5.13 Readings</p> <p>5.14 Research papers</p> <p>5.15 Student-teacher conferences</p>
<b>References:</b>	<p>1. 1. Donald Miller 2017. Building a StoryBrand: Clarify Your Message So Customers Will Listen : Thomas Nelson Publishers (2017)</p> <p>2. Seth Godin 2018. This Is Marketing: You Can't Be Seen Until You Learn to See : Penguin Audio (2018)</p>