



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma Pengurusan Industri Halal</b>
<b>COURSE NAME</b>	<b>Halal Marketing</b>
<b>COURSE CODE</b>	<b>DHH 5053</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	This course examines the fundamentals, practical, managerial approach to Islamic Marketing. It gives the students comprehensive, innovative, managerial and practical introduction to Islamic Marketing.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>Introduction</b> 1.1 Definition of marketing and marketing mix 1.1.1 An exchange process 1.1.2 Elements of marketing mix 1.2 Marketing management philosophies/ orientations. 1.3 Definition of Islamic Business and Islamic Marketing 1.4 Issues in Halal Marketing
<b>2</b>	<b>Marketing environment</b> 2.1 External marketing environment 2.1.1 Definition and factors within the external marketing environment 2.2 Corporate Social Responsibility 2.2.1 Definition and corporate social
<b>3</b>	<b>Consumer Decision Making</b> 3.1 Importance of understanding consumer behavior 3.2 Consumer buying behavior 3.2.1 Definition 3.3 Consumer decision making process 3.3.1 Five (5) steps of consumer decision making process 3.3.2 Definition of cognitive dissonance 3.4 Types of consumer buying decisions 3.5 Factors influencing consumer-buying decision 3.5.1 Reference group (JAKIM)



<b>4</b>	<b>Market Segmentation, Targeting and Positioning</b>  4.1 Definition of market, market segment and market segmentation 4.2 Importance of market segmentation 4.3 Bases for segmenting consumer markets 4.4 Steps in segmenting consumer markets 4.5 Halal market segmentation 4.6 Strategies for selecting target markets 4.6.1 Definition of target market 4.6.2 Three (3) strategies to select target market 4.7 Positioning 4.7.1 Definition and positioning bases
<b>5</b>	<b>Product Decision</b>  5.1 Definition of product and types of consumer products 5.2 Product items, lines and mixes 5.3 Definition of branding and benefits 5.3.1 Trademark 5.4 Packaging and labeling 5.5 Halal packaging and labelling
<b>6</b>	<b>Developing and Managing Product</b>  6.1 Definition of new product 6.2 Categories of new product 6.3 New product development process 6.3.1 Seven (7) steps in new Product development 6.4 Product Life Cycle
<b>7</b>	<b>Marketing Channels</b>  7.1 Definition of marketing channels 7.2 Channel intermediaries and their functions 7.3 Consumer channel structure and level of channel distribution intensity 7.4 Halal abuse in marketing channel.
<b>8</b>	<b>Retailing</b>  8.1 Definition 8.2 Classification of retail operations 8.3 Major types of retail operations 8.4 Non-store retailing 8.4.1 Definition 8.4.2 Major forms of non-store retailing 8.5 Halal retail 8.6 Franchising 8.6.1 Definition 8.6.2 Basic forms of franchising



<b>9</b>	<b>Promotional Mix</b> 9.1 The promotion mix 9.1.1 Definition of promotion 9.1.2 Definition and elements of promotional mix 9.2 The goal of promotion 9.3 The AIDA concept 9.4 Definition and major types of advertising 9.4.1 Media decisions in advertising 9.4.2 Halal advertising 9.5 Definition and consumer sales promotion tools 9.6 Definition, functions of public relation and tools 9.7 Definition of personal selling
<b>10</b>	<b>Pricing Concepts</b> 10.1 Definition of pricing 10.2 Pricing objectives 10.3 Pricing strategies
<b>11</b>	<b>Pricing in Islamic Perspectives</b>
<b>References</b>	1.1 Yusniza Kamarulzaman et al. (2017) ORS Principles of Marketing Third Edition