



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

| | |
|-------------------------|---|
| PROGRAM | Diploma in Technology Management |
| COURSE NAME | PRINCIPLES OF MARKETING |
| COURSE CODE | DDWG 1153 |
| CREDIT HOUR | 3 |
| SYNOPSIS | This course provides an overview of an introductory course in marketing. The definition of marketing, key marketing concepts, the marketing process, and factors that influence marketing strategies will be explained. Students need to understand major environmental forces that affect marketing and elements of the marketing mix. Students will compare the buying behaviours of final consumers and business customers. They will also look at issues related to marketing channel, integrated marketing communication as well as product and promotion strategies. At the end of this course, students will be able to develop a set of marketing plan. |
| COURSE STRUCTURE | |
| CHAPTER | TOPICS |
| 1 | Understanding marketing and key marketing concepts 1.1 What is marketing? 1.2 Understanding the marketplace and customer needs 1.3 Designing customer value-driven marketing strategy 1.4 The changing marketing landscape |
| 2 | Partnering to build customer engagement, value and relationship 2.1 Company-wide strategic planning 2.2 Planning marketing, Marketing strategy and marketing mix 2.3 Managing marketing effort |
| 3 | Analyzing the marketing environment 3.1 The micro environment and macro environment 3.2 Responding to marketing environment |



| | |
|----------|--|
| 4 | Consumer markets: Buying-decision behaviour and buyer decision process 4.1 Model of consumer behaviour 4.2 Characteristics affecting consumer behaviour 4.3 The buying decision behaviour 4.4 The buyer decision process and buyer decision process for new product |
| 5 | Business markets: Characteristics, business buyer behavior and buying process 5.1 Business market 5.2 Business buyer behavior 5.3 Institutional and government market |
| 6 | Market segmentation. 6.1 Requirements for effective segmentation 6.2 Market targeting 6.3 Differentiation and positioning |
| 7 | Target Marketing. 7.1 Evaluating market segments 7.2 Selecting target market segments 7.3 Positioning. Choosing differentiation and positioning strategy |
| 8 | Products. Levels and classifications of products. Consumer vs. Industrial products 8.1 What is product? 8.2 Product and service decision 8.3 Service marketing 8.4 Branding strategy |
| 9 | New product development and product life cycle strategies. 9.1 New product development strategy 9.2 The new product development process 9.3 Managing new product development |



| | |
|--------------------|--|
| 10 | Pricing: Understanding and capturing customer value 10.1 What is price? 10.2 Major pricing strategies 10.3 Other internal and external considerations affecting price decision |
| 11 | Pricing strategies: Additional considerations 11.1 New product pricing strategies 11.2 Product mix pricing strategies 11.3 Price adjustment strategies 11.4 Price changes, public policy and pricing |
| 12 | Marketing channels 12.1 Supply chain and the value delivery network 12.2 The nature and importance of marketing channels 12.3 Channel behaviour and design decision 12.4 Channel management decision |
| 13 | Integrated marketing communication 13.1 The promotion mixes 13.2 Integrated marketing communication 13.3 Communication process and developing effective marketing communication 13.4 Socially responsible marketing communication |
| References: | 1. Kotler, P. and Armstrong, G. (2018). Principles of Marketing. 17th Edition. Singapore: Prentice Hall. |