
PRINCIPLES OF MARKETING BMAKT1201

MODULE DETAILS

Course Location : Cyberjaya
Unit Controller/Examiner: Farshid Shams
Co-examiner : (Name of Lecturer)
Pre-requisite : BMGMT2201 Organisational Behaviour
Co-requisite : Nil
Credits : 3
Contact hours : 4 hours (2 hours lecture + 2 hours tutorial)
No. of weeks : 14 teaching weeks + 1 Final examination week + 1 week Midterm Break
No. of assignments : 4
Portfolio : N/A
Venue :
Day :
Time :

Prepared by : Farshid Shams Checked by :
Signature : Date Signature : Date

This document comprises the following:

- Essential Information
- Specific Module Information
- Module Rules & Regulations
- Grades
- Plagiarism
- Module Introduction
- Module Aims & Objectives
- Learning Outcome
- Specific Generic Learning Skills
- Syllabus + Lecture Outline
- References
- Assessment Schedule
- Assessment Criteria
- Specific Criteria

Other documents as follows will be issued to you on an ongoing basis throughout the semester:

- Handouts for Assignments
 - Submission Requirements + Guidelines
-

1.0 ESSENTIAL INFORMATION

- All modules other than electives are **'significant modules'**
- As an indicator of workload one credit carries and additional 2 hours of self study per week. For example, a module worth 3 credits require that the student spends an additional 6 hours per week, either reading, completing the assignment or doing self directed research for that module.
- Submission of ALL assignment work is compulsory in this module. A student cannot pass this module without having to submit ALL assignment work by the due date or an approved extension of that date.

- All assignments are to be handed on time on the due date. Students will be penalised 10 percent for the first day and 5 percent per day thereafter for late submission (a weekend or a public holiday counts as one day). Late submission, after the date Board of Studies meeting will not be accepted.
- Due dates, compulsory assignment requirements and submission requirements may only be altered with the consent of the majority of students enrolled in this module at the beginning/early in the program.
- Extensions of time for submission of assignment work may be granted if the application for extension is accompanied by a medical certificate.
- Overseas travel is not an acceptable reason for seeking a change in the examination schedule.
- Only the Head of School can grant approval for extension of submission beyond the assignment deadline.
- Re-submission of work can only receive a 50% maximum pass rate.
- Supplementary exams can only be granted if the level of work is satisfactory **AND** the semester work has been completed.
- Harvard referencing and plagiarism policy will apply on all written assignments.

2.0 SPECIFIC MODULE INFORMATION

- Attendance rate of 80% is mandatory for passing module.
- All grades are subject to attendance and participation.
- Absenteeism at any scheduled presentations will result in zero mark for that presentation.
- Visual presentation work in drawn and model form must be the original work of the student.
- The attached semester program is subject to change at short notice.

3.0 MODULE RULES AND REGULATIONS:

Assessment procedure:

- These rules and regulations are to be read in conjunction with the UNIT AIMS AND OBJECTIVES
- All assignments/projects must be completed and presented for marking by the due date.
- Marks will be deducted for late work and invalid reasons.
- All assignments must be delivered by the student in person to the lecturer concerned. No other lecturer is allowed to accept students' assignments.
- All tests/examinations are compulsory.
- Students must sit the test/examination on the notified date.

- Students are expected to familiarise themselves with the test/examination timetable.
- Students who miss a test/examination will not be allowed to pass.
- Any scheduling of tutorials, both during or after lecture hours, is **TOTALLY** the responsibility of each student. Appointments are to be proposed, arranged, confirmed, and kept, by each student. Failure to do so in a professional manner may result in penalty of grades. Tutorials **WITHOUT** appointments will also **NOT** be entertained.
- Note that every assignment is given an ample time frame for completion. This, together with advanced information pertaining deadlines gives you **NO EXCUSE** not to submit assignments on time.

4.0 GRADES

All modules and assessable projects will be graded according to the following system. With respect to those units that are designated 'Approved for Pass/Fail' the grade will be either PA or F:

Grade	Numeric Grade	Description
90 – 100	A+	
85 – 89	A	Pass with Distinction
80 – 84	A-	
75 – 79	B+	
74 – 70	B	Pass with Credit
65 – 69	B-	
60 – 64	C+	
55 – 59	C	Pass
50 – 54	C-, PX, PC	
0 – 49	F	Fail

EXP	Exempted
PC	Pass Conceded
PP	Pass Provisional with extra work needed
PX	Pass after extra work is given and passed
X	Ineligible for assessment due to unsatisfactory attendance
D	Deferred
W	Withdraw
DNA	Did Not Attend Module
DNC	Did Not Complete Module

5.0 PLAGIARISM, COPYRIGHT, PATENTS, OWNERSHIP OF WORK: STUDENT MAJOR PROJECT, THESES & WORKS

See LIMKOKWING, HIGH FLYERS HANDOUT, Page 10.

6.0 MODULE INTRODUCTION

This course aims to provide the student with a practical knowledge of marketing principles and how these principles are applied in the business environment.

7.0 MODULE AIMS AND OBJECTIVES

1. To provide insight into the role of marketing within an organization.
2. To help students gain an understanding of key marketing concepts and principles.
3. To provide students with the opportunity to evaluate and formulate marketing strategies.
4. To challenge students to consider ethical and global issues relevant to contemporary marketing.

8.0 LEARNING OUTCOME

- 1) to understand that marketing serves as a link between the organization and its customers and the external business environment by achieving sustainable differential advantages
- 2) to develop a working knowledge of marketing planning processes, concepts, definitions, and techniques (Quiz and Exam)
- 3) to apply this knowledge to analyze practical problems and suggest marketing strategies
- 4) to prepare and present persuasive, well-organized oral and written reports based on your recommendations.

9.0 SPECIFIC GENERIC LEARNING SKILLS

Upon completion of the module, student will acquire skills in:

- problem-solving skills
- presentation skills
- research skills
- analytical skills
- team work

10.0 UNIT SYLLABUS + LECTURE OUTLINE:

Week: 1
LECTURE 1: COURSE INTRODUCTION
Lecture Synopsis: The concept of marketing
Handout: Major Assignment overall explanation, Chapter notes

Week: 2
LECTURE 2: MAKETING: MANAGING PROFITABLE CUSTOMER RELATIONSHIPS
Lecture Synopsis: Strategic planning & marketing's role, the marketing management process, customer driven strategy, capturing value from customers
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 3
LECTURE 3: COMPANY AND MARKETING STRATEGY
Lecture Synopsis: Marketing strategy and marketing mix, marketing implementation
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 4
LECTURE 4: MARKETING ENVIRONMENT
Lecture Synopsis: The company's macro and micro environment, responding to marketing environment
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 5
LECTURE 5: ANALYSING MARKET OPPORTUNITIES
Lecture Synopsis: Marketing research & marketing information system, Markets & the marketing environment
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 6
LECTURE 6: CONSUMER & BUYER BEHAVIOUR
Lecture Synopsis: Consumer markets, Consumer Buyer behaviour, Maslow's hierarchy of needs
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 7
MID TERM TEST

Week: 8
SEMESTER BREAK

Week: 9
LECTURE 7: MARKET SEGMENTATION, TARGETING & POSITIONING
Lecture Synopsis: Market segmentation, market targeting & market positioning
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week 10
LECTURE 8: BRANDING
Lecture Synopsis: branding strategies, service marketing
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 11
LECTURE 9: PRODUCT DEVELOPMENT
Lecture Synopsis: New product development strategy, product life cycle
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 12
LECTURE 10: PRICE
Lecture Synopsis: Pricing policies & objectives, Pricing strategies
Handout: Chapter notes
Tutorials: Relevant questions for class discussion

Week: 13
LECTURE 11: MAJOR CASE STUDY PRACTICE
Lecture Synopsis: General case analysis
Handout: Two comprehensive marketing cases

Week: 14
LECTURE 12: GROUP ASSIGNMENT PRESENTATION

Week: 15
LECTURE 13: GROUP ASSIGNMENT PRESENTATION

Week: 16
FINAL EXAMINATION WEEK
Due date: Major Assignment

11.0 REFERENCES

1. Philip Kotler, Principles of Marketing, 12th Edition, Prentice Hall, 2007
2. Pettitt S. and Brassington F., Principles of marketing, FT Prentice Hall, 2006
3. Keegan W., et al, Offensive marketing: An Action Guide to Gaining the Offensive in Business, Butterworth-Heinemann Ltd, 2005
4. Charles W. Lamb, Jr., Joseph F. Hair, Jr. & Carl McDaniel, Marketing, customized book, 2005, Thomson Learning - Southwestern Publishing, Inc.,

12.0 ASSESSMENT SCHEDULE

Assignment description	issue date	due date	%
Assessment 1 Group Assignment	week 8	week 14	20%
Assessment 2 Group presentation	Week 14,15	Week 14,15	10%
Assessment 3 Mid-term exam	week 7	week 7	20%
Assessment 4 Final Exam	week 16	week 16	50%
Total			100%

13.0 ASSESSMENT CRITERIA

Process of grading and criteria used to determine the grades, passes and high distinctions.

14.0 SPECIFIC CRITERIA

- Each assignment will be handed out with the project brief and will vary, depending on the teaching and learning objectives of the specific assignment.
- Each student will receive a completed assessment sheet back with their marks, thereby giving student feedback on each set criterion and the project as a whole.
- Marks for each project will be posted on the Bulletin Board with student number within 2 weeks of hand-in date.