

**SUMMARY OF INFORMATION ON EACH COURSE**

1.	Name of Course	Fundamentals of Marketing	
2.	Course Code	TFM2211	
3.	Status of Course [Applies to (cohort) ]	Fundamental	
4.	MQF Level/Stage Note : Certificate – MQF Level 3 Diploma – MQF Level 4 Bachelor – MQF Level 6 Masters – MQF Level 7 Doctoral – MQF Level 8	Bachelor – MQF Level 6	
5.	Version (State the date of the Senate approval – history of previous and current approval date)	Date of previous version : Nil (New) Date of current version : 15 September 2015	
6.	Pre-Requisite	Nil	
7.	Name(s) of academic/teaching staff	Stany Wee Lian Fong	
8.	Semester and Year offered	Trimester 1, Year 1	
9.	Objective of the course in the programme : Through this course, ITM students are exposed to the basic concepts of modern marketing with a rich depth of practical examples and applications for them to understand the role of marketing in business competitiveness. Students are also being exposed to the strategies and decisions made by marketing managers in balancing the organisation objectives and resources against needs and opportunities in the market. ITM students should be able to learn new and in-trend marketing strategy by using ICT Technology and conventional method.		
10.	Justification for including the course in the programme : Today's successful companies have one thing in common: Strong customer focused and heavily committed to marketing. These companies share a passion for understanding and satisfying the needs of their customers and in well-defined target markets. They motivate everyone in the organisations to help in building long-term customer relationships based on creating value. With proper marketing management in an organisation, the company will reap the rewards in terms of market share, profits, and customer equity. IT Management student needs to understand at least basic knowledge in Marketing which involves common thing as per mentioned above.		
11.	Course Learning Outcomes :	Domain	Level
	LO1 Define marketing and the marketing process	Cognitive	Level 2
	LO2 Explain the marketplace and consumers	Cognitive	Level 2
	LO3 Design a customer-driven marketing strategy and mix	Cognitive	Level 5

**SUMMARY OF INFORMATION ON EACH COURSE**

	LO4 Create company competitive advantage and sustainable marketing plan	Cognitive							Level 3	
12.	Mapping of Learning Outcomes to Programme Outcomes :									
	Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	LO1		x				x			
	LO2	x	x			x				
	LO3	x	x			x				
	LO4		x				x			
13.	Assessment Methods and Types :									
	Method and Type	Description/Details						Percentage		
	Assignment	Written report, group activities, case studies.						30%		
	Test	Written examination.						20%		
	Final Examination	Written examination.						50%		
14.	Mapping of assessment components to learning outcomes (LOs)									
	Assessment Components	%	LO1	LO2	LO3	LO4				
	Assignment	30			x					
	Test	20	x	x						
	Final Examination	50			x	x				
15.	Details of Course									
	Topics					Mode of Delivery				
						Lecture		Tutorial		
	<b>Marketing: creating and capturing customer value</b>									
	Introduction to the concept of marketing, needs of understanding the marketplace and customer needs, customer-driven marketing strategies, integrated marketing plan and programme, changing marketing landscape, and ways of capturing value as return from customers.					3				

**SUMMARY OF INFORMATION ON EACH COURSE**

<b>Company and marketing strategy: partnering to build customer relationships</b>		
Defining strategic planning and the role of marketing in an organisation, the importance of partnering with other company departments and partners in the marketing system, and process in managing the marketing efforts.	3	
<b>Analysing the marketing environment</b>		
Introduction to the marketing microenvironment and macro environment and approaches used by companies in responding to the marketing environment	2	
<b>Managing marketing information to gain customer insights</b>		
Defining customer insights, developing marketing information through internal data, marketing intelligence, and marketing research, and distributing information to decision makers.	3	
<b>Consumer markets and consumer buyer behaviour</b>		
Defining consumer markets, model of consumer buyer behaviour, factors that influence consumer buyer behaviour, types of buying decision behaviour, stages in the buyer decision process, and adoption and diffusion process for new products.	3	
<b>Customer-driven marketing strategy: creating value for target customers</b>		
Defining the steps in designing a customer-driven marketing strategy: market segmentation, market targeting, differentiation, and positioning	3	
<b>Products, services and brands: building customer value</b>		
Defining product and the major classifications of products and services, marketing decisions on individual products and services, product lines, and product mixes, branding strategy, and service marketing	3	
<b>New product development and life cycle strategies</b>		
Defining methods of obtaining new products for company, steps in the new-product development process, managing products throughout product life cycle, and socially responsible product decisions and international product and services marketing.	4	
<b>Pricing strategies</b>		
Define the pricing strategies for new products, set of prices that maximize the profits from the total product mix, adjusting prices to take into account different types of customers and situations, and issues related to initiating and responding to price changes.	4	
<b>Marketing channels: delivering customer value</b>		

**SUMMARY OF INFORMATION ON EACH COURSE**

Defining the reasons for using marketing channels, functions of marketing channels, channel alternatives & organisation, selecting, motivating and evaluating channel members, and the nature and importance of marketing logistics and integrated supply chain management	4																															
<b>Integrated marketing communication strategy</b>																																
Defining promotion mix tools for communicating customer value, the changing communications landscape and the need for integrated marketing communications, communications process and the steps in developing effective marketing communications, methods for setting the promotion budget, and factors that affect the design of the promotion mix.	4																															
<b>Creating competitive advantage</b>																																
Introduction to competitor analysis, creating competitive marketing strategies based on creating value for customers, and balancing customer and competitor orientations in becoming a truly market-centred organisation.	3																															
<b>Sustainable marketing: social responsibility and ethics</b>																																
Introduction to competitor analysis, competitive marketing strategies based on creating value for customers, balancing customer and competitor orientations in becoming a truly market-centred organisation.	3																															
<b>Total</b>	<b>42</b>																															
<table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr style="background-color: #cccccc;"> <th style="width: 25%;">Total Student Learning Time (SLT)</th> <th style="width: 45%;">Face to Face / Guided Learning</th> <th style="width: 30%;">Independent Learning</th> </tr> </thead> <tbody> <tr><td>Lecture</td><td style="text-align: center;">42</td><td style="text-align: center;">42</td></tr> <tr><td>Tutorials</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Laboratory/Practical</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Presentation</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Assignment</td><td style="text-align: center;">0</td><td style="text-align: center;">12</td></tr> <tr><td>Mid Term Test</td><td style="text-align: center;">1</td><td style="text-align: center;">6</td></tr> <tr><td>Final Exam</td><td style="text-align: center;">2</td><td style="text-align: center;">20</td></tr> <tr><td>Sub Total</td><td style="text-align: center;">45</td><td style="text-align: center;">80</td></tr> <tr><td><b>Total SLT</b></td><td style="text-align: center;"><b>125</b></td><td></td></tr> </tbody> </table>	Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning	Lecture	42	42	Tutorials	0	0	Laboratory/Practical	0	0	Presentation	0	0	Assignment	0	12	Mid Term Test	1	6	Final Exam	2	20	Sub Total	45	80	<b>Total SLT</b>	<b>125</b>			
Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning																														
Lecture	42	42																														
Tutorials	0	0																														
Laboratory/Practical	0	0																														
Presentation	0	0																														
Assignment	0	12																														
Mid Term Test	1	6																														
Final Exam	2	20																														
Sub Total	45	80																														
<b>Total SLT</b>	<b>125</b>																															
16. Credit Value	<b>3</b>																															

**SUMMARY OF INFORMATION ON EACH COURSE**

17.	Reading Materials :																																										
	Textbooks																																										
	Kotler, P & Armstrong, G. (2013). Principles of Marketing, Pearson																																										
	Reference Material (including 'Statutes' for Law)																																										
	1. Armstrong, G. & Kotler, P. (2008), Marketing An Introduction, Pearson																																										
	2. Solomon M., Marshall, G & Stuart E. (2007), Marketing : Real People, Real Choices, Prentice Hall																																										
	3. Kurtz, D. (2008), Principles Of Contemporary Marketing, International Student Edition, Thomson																																										
	4. Bearden, W., Ingram, T. & LaForge, R. (2007) Marketing Principles and Perspective, McGraw-Hill																																										
	5. Dann, S. & Dann, S (2004) Introduction To Marketing, Wiley																																										
	Appendix (to be compiled when submitting the complete syllabus for the programme) :																																										
	<ol style="list-style-type: none"> <li>1. Mission and Vision of the University and Faculty</li> <li>2. Programme Objectives or Programme Educational Objectives</li> <li>3. Programme Outcomes (POs)</li> <li>4. Mapping of POs to the 8 MQF domain</li> <li>5. Summary of the Bloom's Taxonomy's Domain Coverage in all the Los in the format below :</li> </ol>																																										
	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2" style="width: 15%;">Subject</th> <th rowspan="2" style="width: 25%;">Learning Outcomes (please state the learning Outcomes)</th> <th colspan="3" style="width: 55%;">Bloom's Taxonomy Domain</th> </tr> <tr> <th style="width: 18%;">Affective</th> <th style="width: 18%;">Cognitive</th> <th style="width: 19%;">Psychomotor</th> </tr> </thead> <tbody> <tr> <td rowspan="4" style="text-align: left; vertical-align: top;">ABC1234</td> <td style="text-align: left;">Learning Outcome 1</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: left;">Learning Outcome 2</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: left;">Learning Outcome 3</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: left;">Learning Outcome 4</td> <td></td> <td></td> <td></td> </tr> <tr> <td rowspan="4" style="text-align: left; vertical-align: top;">DEF5678</td> <td style="text-align: left;">Learning Outcome 1</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: left;">Learning Outcome 2</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: left;">Learning Outcome 3</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: left;">Learning Outcome 4</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Subject	Learning Outcomes (please state the learning Outcomes)	Bloom's Taxonomy Domain			Affective	Cognitive	Psychomotor	ABC1234	Learning Outcome 1				Learning Outcome 2				Learning Outcome 3				Learning Outcome 4				DEF5678	Learning Outcome 1				Learning Outcome 2				Learning Outcome 3				Learning Outcome 4			
Subject	Learning Outcomes (please state the learning Outcomes)			Bloom's Taxonomy Domain																																							
		Affective	Cognitive	Psychomotor																																							
ABC1234	Learning Outcome 1																																										
	Learning Outcome 2																																										
	Learning Outcome 3																																										
	Learning Outcome 4																																										
DEF5678	Learning Outcome 1																																										
	Learning Outcome 2																																										
	Learning Outcome 3																																										
	Learning Outcome 4																																										
	<ol style="list-style-type: none"> <li>6. Summary of LO to PO measurement</li> <li>7. Measurement and Tabulation of result for LO achievement</li> <li>8. Measurement Tabulation of result for PO achievement</li> </ol>																																										