



FACULTY OF BUSINESS
BACHELOR OF ACCOUNTING
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	1
Module Code	MRKT2100-215		
Learning Module	Principles of Marketing		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Susana Mieiro	Email	susanamieiro@mpu.edu.mo
Office	Room 55A, 5th Floor, Wui Chi Building	Office Phone	8599-6738

MODULE DESCRIPTION

This course studies the role of marketing in society. It focuses on markets, marketing institutions, and marketing functions, with emphasis on product, price, marketing communication, and marketing channel decisions.

Additional Description:

In providing an introductory examination of marketing, this course will cover the basic principles of marketing. Core concepts related to (i) consumer orientation, (ii) reward for the company, (iii) appreciation and use of marketing research, and (iv) coordination of elements of the marketing mix will be covered.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Explain how the marketing process is used to create and capture customer value.
M2.	Analyze the importance of understanding the marketplace and customer needs.
M3.	Design a customer-driven marketing strategy by selecting the target market and choosing a value proposition.
M4.	Identify the four basic variables in the marketing mix: product, promotion, price, and distribution.
M5.	Apply the basic marketing tools, such as analytical, communication, and presentation skills, through interactive classroom exercises and other activities.



These ILOs aim to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
P1. Integrate contemporary theories, principles of accounting, and business disciplines relevant to general business practice.	✓	✓	✓	✓	
P2. Assess general business scenarios with mathematical and statistical skills.					
P3. Apply critical thinking and logical analysis skills and techniques to solve business problems.		✓	✓	✓	✓
P4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business processes.					
P5. Apply accounting or business software for business analysis.					
P6. Develop queries to assess management information from databases to improve efficiency and effectiveness.					
P7. Synthesize the latest international accounting and auditing standards requirements in preparing financial statements and auditing reports.					
P8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environments.	✓				✓
P9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal, and regulatory contexts of global business practice.		✓			
P10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.		✓			

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Marketing: Creating Customer Value and Engagement (Chapter 1)	3.0 hrs
2	Analyzing the Marketing Environment (Chapter 3)	4.5 hrs
3	Managing Marketing Information to Gain Customer Insights (Chapter 4)	4.5 hrs
4	Consumer Markets and Buyer Behavior (Chapter 5)	4.5 hrs
5,6	Customer Value-Driven Marketing Strategy: Creating Value for Target Customers (Chapter 7)	4.5 hrs
7	Revisions and Midterm (Chapters 1, 3, 4, 5, and 7)	3.0 hrs



8,9	Products, Services, and Brands: Building Customer Value (Chapter 8)	4.5 hrs
10	Developing New Products and Managing the Product Life Cycle (Chapter 9)	4.0 hrs
11	Pricing Strategies (Chapter 11)	3.5 hrs
12	Marketing Channels (Chapter 12)	3.0 hrs
13	Advertising and Public Relations (Chapter 15)	2.5 hrs
14	Sales Promotion (Chapter 16)	0.5 hr
15	Final Assessment (Chapters 8, 9, 11, 12, 15, and 16)	3.0 hrs
	Total:	45 hrs

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Online exercises and quizzes	✓	✓		✓	✓
T2. Interactive lectures	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓
T4. Case studies	✓	✓	✓	✓	✓
T5. Field Trip			✓		

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Class Participation and Assignments	25 %	M1-M5
A2. Midterm (Chapters 1, 3, 4, 5, 7)	35 %	M1-M4



A3. Final assessment (Chapters 8, 9, 11, 12, 15, 16)	40 %	M1-M4
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good
B	78-82	3.0	Good
B-	73-77	2.7	
C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail

REQUIRED READINGS

Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson.

REFERENCES

Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *MKTG* (13th ed.). Cengage Learning.

Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2022). *Marketing: Real People, Real Choices* (11th ed.). Pearson.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments, and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students



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should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.