

Macao Polytechnic Institute
School of Applied Sciences
Bachelor of Science in Computing

Module Outline

Learning Module	Introduction to Marketing		Class Code	MSEL106
Pre-requisite(s)	NIL			
Medium of Instruction	English		Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	---	Total Hours 45 hrs

Description

This course aims at providing a fundamental knowledge of Marketing to students who never study it in a tertiary level. Students should demonstrate a sound understanding in Marketing and become familiar with some important topics, such as Marketing Mix, Marketing Strategies, Segmentation and Positioning, Product Banding, Customer Relationship Management, Global Markets and International Marketing, Consumer Buying Behavior, and Business Markets and Buying Behavior, etc. Besides, this course will also look into the advantages given by the present resource of social system. This course will also let the students understand the fundamental theories and applications of marketing in micro and macro perspectives.

Learning Outcomes

After completing the learning module, students will be able to:

1. Understand the fundamental knowledge and principles of marketing; (ET1p)
2. Learning the comprehend characteristics and development trend of marketing; (ET1p, ET2p, ET3p)
3. Able to Make reasonable comments on the phenomenon of marketing; (ET3p, ET5p)
4. Create capabilities to serve in any marketing departments. (ET2p, ET3p, ET5p)

Content

1. Marketing: Marketing Profitable Customer Relationships (4 hours)
 - 1.1 What is Marketing?
 - 1.2 Understanding the Marketplace and Consumer Needs
 - 1.3 Designing a Customer-Driven Marketing Strategy
 - 1.4 Preparing a Marketing Plan and Program

- 1.5 Building Customer Relationships
- 1.6 Capturing Value from Customers
- 1.7 The New Marketing Landscape
- 2. Company & Marketing Strategy: Partnering to build Customer Relationship (3 hours)
 - 2.1 Companywide Strategic Planning: Defining Marketing's Role
 - 2.2 Planning Marketing: Partnering to Build Customer Relationships
 - 2.3 Marketing Strategy and the Marketing Mix
 - 2.4 Managing the Marketing Effort
 - 2.5 Measuring and Managing Return on Marketing
- 3. The Marketing Environment (3 hours)
 - 3.1 The Company's Microenvironment
 - 3.2 The Company's Macroenvironment
 - 3.3 Responding to the Marketing Environment
- 4. Managing Marketing Information (4 hours)
 - 4.1 Assessing Marketing Information Needs
 - 4.2 Developing Marketing Information
 - 4.3 Marketing Research
 - 4.4 Analyzing Marketing Information
 - 4.5 Other Marketing Information Consideration
- 5. Consumer Markets and Consumer Buying Behavior (4 hours)
 - 5.1 Model of Consumer Behavior
 - 5.2 Characteristics Affecting Consumer Behavior
 - 5.3 Types of Buying Decision Behavior
 - 5.4 Types of Buying Decision Process
 - 5.5 Types of Buying Decision Process for New Products
- 6. Business Markets and Business Buyer Behavior (3 hours)
 - 6.1 Business Markets
 - 6.3 Business Buyer Decisions
 - 6.4 Institutional and Government Markets
- 7. Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers (3 hours)
 - 7.1 Marketing Segmentation
 - 7.2 Target Marketing
 - 7.3 Positioning for Competitive Advantage
- 8. Product, Services, and Branding Strategy (4 hours)
 - 8.1 What is a Product?
 - 8.2 Product and Service Decisions
 - 8.3 Branding Strategy: Building Strong Brands
 - 8.4 Services Marketing
 - 8.5 Additional Product Considerations
- 9. New Product Development and Product Life-Cycle Strategy (3 hours)
 - 9.1 New-Product Development Strategy
 - 9.2 Product Life-Cycle Strategies
- 10. Pricing Products: Pricing Considerations and Approaches (3 hours)
 - 10.1 What Is a Price?
 - 10.2 Factors to Consider When Setting Prices
 - 10.3 General Pricing Approaches

11. Marketing Channels and Supply-Chain Management (4 hours)
 - 11.1 Supply-Chains and the Value Delivery Network
 - 11.2 The Nature and Importance of Marketing Channels
 - 11.3 Channel Behavior and Organization
 - 11.4 Channel Design Decisions
 - 11.5 Channel Management Decisions
 - 11.6 Public Policy and Distribution Decisions
12. Integrated Marketing Communications Strategy (4 hours)
 - 12.1 The Marketing Communications Mix
 - 12.2 Integrated Marketing Communications
 - 12.3 A View of the Communication Process
 - 12.4 Steps in Developing Effective Communication
 - 12.5 Setting the Total Promotion Budget and Mix
 - 12.6 Socially Responsible Marketing Communication
13. Creating Competitive Advantages (3 hours)
 - 13.1 Competitor Analysis
 - 13.2 Competitive Strategies
 - 13.3 Balancing Customer and Competitor Orientations

Teaching Method

Lectures, videos, case studies, group discussion and class and home exercises.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who do not meet the attendance requirements for the course will not be permitted to sit for the final and re-sit examination and shall be awarded an ‘F’ grade.

Assessment

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

Item	Description	AHEP3 LO	Percentage
Assignments	Class and home exercises	ET1p, ET2p, ET3p, ET5p	20%
Test	Understanding of class material	ET1p, ET2p, ET3p, ET5p	20%
Group Project	Presentation in Group	ET1p, ET2p, ET3p, ET5p ET1p, ET2p, ET3p, ET5p	20%
Examination	3 hour written examination		40%
Total Percentage:			100%

Students with an overall score of less than 35 in the coursework must take the re-sit examination

even if the overall score for the course is 50 or above.

Students with a score of less than 35 in the final examination must take the re-sit examination even if the overall score for the course is 50 or above.

Students with an overall final grade of less than 35 are **NOT** allowed to take the re-sit examination.

Teaching Material(s)

Textbook(s)

1. Kotler A. and Armstrong G. (2020). *Principles of Marketing* (18th ed.). Pearson

Reference

Reference book(s)

1. Pride, William M. and Ferrell, O.C (2004). *Foundations of marketing*. Pride- Ferrel. Houghton Mifflin.
2. Bagozzi, R.P. (2002). *Principle of Marketing Management* (3rd ed.).