



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

Academic Year	2025/2026	Semester	1
Module Code	MRKT2100-211		
Learning Module	Principles of Marketing		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Pauline Tam	Email	pitam@mpu.edu.mo
Office	M524, Meng Tak building	Office Phone	8599-3325

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 in creating and capturing 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 tools of marketing such as analytical, communication, and presentation skills through interactive classroom exercises and other activities.



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

PILOs	M1	M2	M3	M4	M5
P1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;	✓	✓	✓	✓	
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;					✓
P3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;					
P4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management;					
P5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;					
P6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;	✓	✓	✓	✓	✓
P7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;					✓
P8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;					✓
P9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and					
P10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.		✓			



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	Review and Midterm (Chapters: 1, 3, 4, 5, 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, 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 (MyLab)	✓	✓	✓	✓	✓
T2. Interactive lectures	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓
T4. Case studies	✓	✓	✓	✓	✓
T5. Field visit				✓	



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. Assignments	25 %	T1,2,3,4,5
A2. Midterm (Chapters 1, 3, 4, 5, 7)	35 %	T1,2,3
A3. Final assessment (Chapters 8, 9, 11, 12, 15, 16)	40 %	T1,2,3
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. (2023). *Principles of Marketing* (19th ed.) with MyLab access code. Harlow: Pearson



REFERENCES

Lamb, C.W. et al (2019). MKTG (12th ed.). Cengage.

Solomon, M. R., Marshall, G. W. & Stuart, E. W. (2018). Marketing: Real People Real Choices (9th ed.). Boston: Prentice Hall.

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 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/.