



FACULTY OF BUSINESS
BACHELOR OF MANAGEMENT
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	1
Module Code	MRKT2100 - 213		
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. Core concepts, values and skills: Students will master management concepts, values and skills for business including strategy development, critical thinking and problem solving using creative and logical analytical skills.	✓	✓	✓	✓	✓
P2. Appropriate tools and technologies: Students will apply tools and technologies appropriate to the business activities, systems and possesses in which they work.					
P3. Lifelong Learners: Students will apply theoretically based practical education to the work environment while becoming successful lifelong learners.					
P4. Leadership: Students will provide leadership while functioning as team, group and organisation members to accomplish goals.					✓
P5. Legal and Ethical Values: Students will exercise care by considering the legal, ethical and human value implications of personal, social and business activities, as well as the significance of business trends to the larger society.	✓	✓	✓	✓	✓
P6. Effective Communication Skills: Student will communicate clearly and effectively in the verbal and written forms and styles appropriate for the management profession.	✓	✓	✓	✓	✓
P7. Intercultural Competence: Students will commit to learn and practice management skills that will develop competencies required to live in a global community.					✓

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 (Ch.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 (Ch.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	M6
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/.



FACULTY OF BUSINESS
BACHELOR OF MANAGEMENT
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	1
Module Code	MRKT2100-214		
Learning Module	Principles of Marketing		
Pre-requisite(s)	Nil		
Medium of Instruction	English / Chinese		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. Joyce Tam	Email	fytam@mpu.edu.mo
Office	Room M533, Meng Tak Building	Office Phone	8599 3313

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