FACULTY OF APPLIED SCIENCES

BACHELOR OF SCIENCE IN ARTIFICIAL INTELLIGENCE

LEARNING MODULE OUTLINE

Academic Year	2025/2026	Semester	2
Module Code	MSEL3105		
Learning Module	Introduction to Marketing		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Daisy Jiang	Email	t1712@mpu.edu.mo
Office	Rm. B201, Meng Tak Building, Main Campus	Office Phone	--

MODULE DESCRIPTION

This module 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 Behaviour, and Business Markets and Buying Behaviour, etc. Besides, this module will also look into the advantages given by the present resource of social system. This module will also let the students understand the fundamental theories and applications of marketing in micro and macro perspectives.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	Understand the fundamental knowledge and principles of marketing; (C8)
M2.	Comprehend characteristics and development trend of marketing; (C8, C15)
M3.	Make reasonable comments on the phenomenon of marketing; (C11, C15)
M4.	Create capabilities to serve in any marketing departments. (C8, C11, C15)
M5.	Structure related data with built-in data structures. (C1)

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

PILOs		M1	M2	M3	M4	M5
P1.	Select and apply proven methods, tools and techniques to the effective and efficient implementation of information systems on common platforms, including the Internet platform;	✓	✓		✓	

P2.	Acquire essential knowledge in specific fields of computing disciplines including networking, artificial intelligence and security;		✓	✓		
P3.	Apply necessary mathematical techniques to model, analyze and devise solutions to complex problems;					✓
P4.	Work independently to develop an understanding of, and the knowledge and skills associated with the general support and mitigation of security risks of computer systems and networks;	✓		✓		✓
P5.	Design and implement relational database, with an emphasis on how to organize, maintain, retrieve and analyze information;				✓	✓
P6.	Distinguish the fundamental and operational issues of computer systems, with considerations of user, business, ethical, societal and environmental needs;	✓	✓	✓	✓	
P7.	Evaluate, prepare and communicate effectively on technical information to both technical and non-technical audience;	✓	✓	✓	✓	✓
P8.	Work as an effective member of a team in the analysis, design and development of software systems, with recognition of requirement to support equality, diversity and inclusion;	✓			✓	✓
P9.	Use project planning, risk management and quality management techniques in solutions to complex problems;			✓	✓	✓
P10.	Build the capacity and desire for lifelong learning and to learn advanced and emerging technologies on one's own;					

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	1. Marketing: Marketing Profitable Customer Relationships	4
	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	2. Company & Marketing Strategy: Partnering to build Customer Relationship	3
	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	3.　The Marketing Environment	3
	3.1 The Company's Microenvironment	
	3.2 The Company's Macroenvironment	
	3.3 Responding to the Marketing Environment	
4	4.　Managing Marketing Information	4
	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	5.　Consumer Markets and Consumer Buying Behavior	4
	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	6.　Business Markets and Business Buyer Behavior	3
	6.1 Business Markets	
	6.2 Business Buyer Decisions	
	6.3 Institutional and Government Markets	
7	7.　Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers	3
	7.1 Marketing Segmentation	
	7.2 Target Marketing	
	7.3 Positioning for Competitive Advantage	
8	8.　Product, Services, and Branding Strategy	4
	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	9. New Product Development and Product Life-Cycle Strategy	3
	9.1 New-Product Development Strategy	
	9.2 Product Life-Cycle Strategies	
10	10. Pricing Products: Pricing Considerations and Approaches	3
	10.1 What Is a Price?	
	10.2 Factors to Consider When Setting Prices	
	10.3 General Pricing Approaches	
11-12	11. Marketing Channels and Supply-Chain Management	4
	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	
13-14	12. Integrated Marketing Communications Strategy	4
	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	
15	13 Creating Competitive Advantages	3
	13.1 Competitor Analysis	
	13.2 Competitive Strategies	
	13.3 Balancing Customer and Competitor Orientations	

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. Lectures	✓	✓	✓	✓	
T2. In-class tutorials and exercises	✓	✓	✓	✓	✓

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 (%)	AHEP4 LOs	ILOs to be Assessed
A1. Assignments/Classwork	40%	C1, C8, C11, C15	M1, M2, M3, M4, M5
A2. Test	20%	C1, C8, C11, C15	M1, M2, M3, M4, M5
A3. Examination	40%	C1, C8, C11, C15	M1, M2, M3, M4, M5

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.

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 module 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 module is 50 or above.

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

REQUIRED READINGS

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

REFERENCES

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.).

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/.