

Macao Polytechnic Institute

School of Business

Bachelor of Business Administration in Marketing

Module Outline

Academic Year 2020 / 2021 Semester 1

Learning Module	Principles of Marketing			Class Code	MRKT2100-213
Pre-requisite (s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab Practice Hours	/ 0 hr	Total Hours	45 hrs
Instructor	Dr. Jane Lung		E-mail	wylung@ipm.edu.mo	
Office	M553, Meng Tak Building, Main Campus		Telephone	8599-3302	

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.

Learning Outcomes

After completing the course, students will be able to:

1. explain how the marketing process is used in creating and capturing customer value;
2. analyze the importance of understanding the marketplace and customer needs;

3. design a customer-driven marketing strategy by selecting the target market and choosing a value proposition;
4. identify the four basic variables in the marketing mix: product, promotion, price, and distribution;
5. apply the basic tools of marketing such as analytical, communication, and presentation skills through interactive classroom exercises and other activities.

Content

Topics	Duration
Marketing: Creating Customer Value and Engagement (Chapter 1)	3.0 hrs
Analyzing the Marketing Environment (Chapter 3)	4.5 hrs
Managing Marketing Information to Gain Customer Insights (Chapter 4)	4.5 hrs
Consumer Markets and Buyer Behavior (Chapter 5)	4.5 hrs
Customer Value—Driven Marketing Strategy: Creating Value for Target Customers (Chapter 7)	4.5 hrs
Review and Midterm (Ch.1, 3, 4, 5, 7)	3.0 hrs
Products, Services, and Brands: Building Customer Value (Chapter 8)	4.5 hrs
Developing New Products and Managing the Product Life Cycle (Chapter 9)	4.0 hrs
Pricing Strategies (Chapter 11)	3.5 hrs
Marketing Channels (Chapter 12)	3.0 hrs
Advertising and Public Relations (Chapter 15)	2.5 hrs
Sales promotion (Chapter 16)	0.5 hr
Final Assessment (Ch.8, 9, 11, 12, 15, 16)	3.0 hrs
Total:	45 hrs

Teaching Method

Lectures, assignments, group discussions, interactive exercises, case studies, quizzes, field visits, online search and tutorials.

Attendance

Attendance during the course must meet the attendance requirements as stated in the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who have less than the required attendance for the enrolled learning module are not eligible to attend the final or re-sit examinations and will be given an “F” as their final grade.

Assessment

This course is graded on a 100 point scale, with 100 being the highest possible score and 50 the pass score.

	Item	Description	Percentage
1.	Course work	Assignments	25 %
2.	Midterm	Chapters 1, 3, 4, 5, 7	35 %
3.	Final assessment	Chapters 8, 9, 11, 12, 15, 16	40 %
		Total:	100 %

Plagiarism Policy

It is student’s responsibility to ensure that his/her assignment has been checked by **Turnitin** software, and the similarity score given by **Turnitin** software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Material(s)

Textbook:

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

Website(s)

<http://www.prenhall.com/kotler/>