

<b>1. Title of subject</b>	<b>Marketing 1</b>	
<b>2. Subject code</b>	FSBN 106	
<b>3. Status of subject</b>	Core	
<b>4. Stage</b>	Foundation	
<b>5. Credit Hour</b>	3 ( 3 hours per week X 14 weeks)	
<b>6. Pre-Requisite</b>	None	
<b>7. Assessment</b>	Coursework : 60% Final Examination : 40% Total : 100%	
<b>8. Semester</b>	Semester 1	
<b>9. Objective of subject</b>	This course aims to : <ul style="list-style-type: none"> <li>▪ equip studentss in the basic fundamentals of marketing.</li> <li>▪ expose to the tools in identifying and analysing the marketplace</li> <li>▪ introduce the marketing mix principles and practices.</li> </ul>	
<b>10. Synopsis of subject</b>	This course is an introduction to the basic tools of analysing and identifying the market – business orientations, environment, research and segmentation, targeting and positioning and the marketing mix principles, practices and strategies – product, price, promotion and place.	
<b>11. Details of subject</b>	<b>Contents</b>	<b>Hours</b>
<b>Week 1</b>	<b>TOPIC: MARKETING: AN INTRODUCTION</b>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define what marketing is and discuss its core concepts.</li> <li>▪ explain the relationships between customer value, satisfaction, and quality.</li> <li>▪ define marketing management and examine how marketers manage demand and build profitable customer relationships.</li> </ul>	
	<p><b>Activity:</b> Discussion</p>	
	<p><b>Further reading for this lesson:</b> Chapter 1 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 2</b>	<p><b>TOPIC: MARKETING ENVIRONMENT</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ describe the environmental forces that affect the company's ability to serve its customers.</li> <li>▪ explain how changes in the demographic and economic environments affect marketing decisions.</li> <li>▪ identify the major trends in the firm's natural and technological environments.</li> <li>▪ explain the key changes that occur in the political and cultural environments.</li> <li>▪ discuss how companies can react to the marketing environment</li> </ul>	<b>3</b>
	<p><b>Activity:</b> Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b> Chapter 3 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 3</b>	<p><b>TOPIC: MARKETING RESEARCH AND INFORMATION SYSTEMS</b></p>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ explain the importance of information to the company.</li> <li>▪ define the marketing information system and discuss its parts.</li> <li>▪ outline the steps in the marketing research process.</li> <li>▪ compare the advantages and disadvantages of various methods of collecting information.</li> </ul>	
	<p><b>Activity:</b> Discussion</p>	
	<p><b>Further reading for this lesson:</b> Chapter 4 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 4</b>	<p><b>TOPIC: MARKET SEGMENTATION, TARGETING, AND POSITIONING</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define the three steps of target marketing: market segmentation, market targeting, and market positioning.</li> <li>▪ list and discuss the major levels of market segmentation and bases for segmenting consumer and business markets.</li> <li>▪ explain how companies identify attractive market segments and choose a market coverage strategy.</li> <li>▪ discuss how companies position their products for maximum competitive advantage in the marketplace.</li> </ul>	
	<p><b>Activity:</b> Quiz</p>	
	<p><b>Further reading for this lesson:</b> Chapter 7 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 5</b>	<p><b>TOPIC: MARKET SEGMENTATION, TARGETING, AND POSITIONING</b></p>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define the three steps of target marketing: market segmentation, market targeting, and market positioning.</li> <li>▪ list and discuss the major levels of market segmentation and bases for segmenting consumer and business markets.</li> <li>▪ explain how companies identify attractive market segments and choose a market coverage strategy.</li> <li>▪ discuss how companies position their products for maximum competitive advantage in the marketplace.</li> </ul>	
	<p><b>Activity:</b> Video Presentation and Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b> Chapter 7 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 6</b>	<p><b>TOPIC: BUSINESS BUYER BEHAVIOUR</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define the business market and construct a simple model of business buyer behaviour.</li> <li>▪ name the four major factors that influences consumer buyer behaviour</li> <li>▪ list and understand the stages in the business buyer decision process</li> </ul>	<b>3</b>
	<p><b>Activity:</b> Case Study</p>	
	<p><b>Further reading for this lesson:</b> Chapter 6 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 7</b>	<p><b>REVISION AND TEST (WEEK 1 - WEEK 6)</b></p>	<b>3</b>
<b>Week 8</b>	<p><b>TOPIC: CONSUMER BEHAVIOUR</b></p>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define the consumer market and construct a simple model of consumer buyer behaviour.</li> <li>▪ name the four major factors that influence consumer buyer behaviour .</li> <li>▪ list and understand the stages in the buyer decision process.</li> <li>▪ describe the adoption and diffusion process for new products.</li> </ul> <p><b>Activity:</b> Quiz</p> <p><b>Further reading for this lesson:</b> Chapter 5 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 9</b>	<p><b>TOPIC: CONSUMER BUYING BEHAVIOUR</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define the consumer market and construct a simple model of consumer buyer behaviour.</li> <li>▪ name the four major factors that influence consumer buyer behaviour .</li> <li>▪ list and understand the stages in the buyer decision process.</li> <li>▪ describe the adoption and diffusion process for new products.</li> </ul> <p><b>Activity:</b> Case Study</p> <p><b>Further reading for this lesson:</b> Chapter 5 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	3
<b>Week 10</b>	<p><b>TOPIC: PRODUCT</b></p>	3

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ define product and the major classifications of products and services.</li> <li>▪ describe the roles of product and service branding, packaging, and labeling, and product support services.</li> <li>▪ explain the decisions that companies make when developing product lines and mixes.</li> </ul>	
	<p><b>Activity:</b> Discussion</p>	
	<p><b>Further reading for this lesson:</b> Chapter 8 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 11</b>	<p><b>TOPIC: PRICING</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ identify and define the internal factors affecting a firm's pricing decisions.</li> <li>▪ identify and define the external factors affecting pricing decisions, including the impact of consumer perceptions of price and value.</li> <li>▪ contrast the three general approaches to setting prices.</li> </ul>	<b>3</b>
	<p><b>Activity:</b> Quiz</p>	
	<p><b>Further reading for this lesson:</b> Chapter 10 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 12</b>	<p><b>TOPIC: PLACE</b></p>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ explain why companies use distribution channels and discuss the functions these channels perform.</li> <li>▪ discuss how channel members interact and how they organize to perform the work of the channel.</li> <li>▪ identify the major channel alternatives open to a company.</li> <li>▪ explain how companies select, motivate, and evaluate channel members.</li> <li>▪ discuss the nature and importance of physical distribution and integrated logistics management</li> </ul> <p><b>Activity:</b> Case Study</p> <p><b>Further reading for this lesson:</b> Chapter 12 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	
<b>Week 13</b>	<p><b>TOPIC: PROMOTION</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson , the students should be able to :</p> <ul style="list-style-type: none"> <li>▪ name and define the tools of the marketing communications mix.</li> <li>▪ discuss the process and advantages of integrated marketing communications.</li> <li>▪ outline the steps in developing effective marketing communications.</li> <li>▪ explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.</li> </ul> <p><b>Activity:</b> Case Study</p> <p><b>Further reading for this lesson:</b> Chapter 14 Kotler, P., &amp; Armstrong, G. (2006). <i>Principles Of Marketing</i> (11<sup>th</sup> ed.). Prentice Hall.</p>	3
<b>Week 14</b>	<p><b>REVISION CLASS AND TEST (WEEK 8 – WEEK 13)</b></p>	3

	<b>Total</b>	42
<b>12. Text</b>	<b>Compulsory</b>	Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11 <sup>th</sup> ed.). Prentice Hall.
	<b>Reference</b>	Berkowitz, Kevin, Hartley, & Rudelius. (2000). <i>Marketing</i> (6 <sup>th</sup> ed.). Irwin/McGraw Hill.  Perreault, W., & McCarthy, J. (2000). <i>Essentials of Marketing</i> (8 <sup>th</sup> ed.). Irwin /McGraw Hill.