

1. Title of subject	Marketing 2	
2. Subject code	FSBN 112	
3. Status of subject	Core	
4. Stage	Foundation	
5. Credit Hour	3 (3 hours per week X 14 weeks)	
6. Pre-Requisite	Marketing 1 (FSB 106)	
7. Assessment	Coursework : 60% Final Examination : 40% Total : 100%	
8. Semester	Semester 2	
9. Objective of subject	<p>This course aims to</p> <ul style="list-style-type: none"> ▪ equip students in the basic fundamentals of marketing; ▪ expose students to the tools in identifying and analysing the market place and the marketing mix principles and practices; ▪ develop the students in report writing skills and problem solving skills, respectively. 	
10. Synopsis of subject	<p>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.</p> <p>Issues in social responsibility, green marketing and digital marketing would also be covered to ensure that students are fully equipped to handle marketing issues in the business world.</p>	
11. Details of subject	Contents	Hours
Week 1	TOPIC: STRATEGIC PLANNING AND THE MARKETING PROCESS	3

	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ explain company-wide strategic planning and its four steps; ▪ discuss how to design business portfolios and growth strategies; ▪ explain functional planning strategies and assess marketing's role in strategic planning. 	
	<p>Activity: Discussion</p>	
	<p>Further reading for this lesson: Chapter 2 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 2	<p>TOPIC: NEW-PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES</p>	3
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ explain how companies find and develop new-product ideas; ▪ list and define the steps in the new-product development process; ▪ describe the stages of the product life cycle; ▪ describe how marketing strategies change during the product's life cycle. 	
	<p>Activity Case Study</p>	
	<p>Further reading for this lesson: Chapter 9 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 3	<p>TOPIC: SERVICES MARKETING</p>	3
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ explain the need for services and identify service trends; ▪ explain the need for special services marketing concepts and practices; ▪ understand the services marketing mix; ▪ understand the gaps model of service quality. 	

	<p>Activity Discussion</p>	
	<p>Further reading for this lesson: Chapter 7 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 4	<p>TOPIC: PRICING STRATEGIES</p>	3
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ understand the major strategies for pricing initiative and new products; ▪ explain how companies find a set of prices that maximizes the profits from the total product mix; ▪ discuss how companies adjust their prices to take into account different types of customers and situations; ▪ discuss key issues related to initiating and responding to price changes. 	
	<p>Activity Discussion</p>	
	<p>Further reading for this lesson: Chapter 8 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 5	<p>TOPIC: RETAILING AND WHOLESALING</p>	3
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ explain the roles of retailers and wholesalers in the distribution channel; ▪ describe the major types of retailers and give examples of each; ▪ identify the major types of wholesalers and give examples of each; ▪ explain the marketing decisions facing retailers and wholesalers. 	
	<p>Activity Discussion</p>	

	<p>Further reading for this lesson: Chapter 13 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 6	<p>TOPIC: ADVERTISING, SALES PROMOTION, AND PUBLIC RELATIONS</p>	3
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ define the roles of advertising, sales promotion, and public relations in the promotion mix; ▪ describe the major decisions involved in developing an advertising program; ▪ explain how sales promotion campaigns are developed and implemented; ▪ explain how companies use public relations to communicate with their publics. 	
	<p>Activity Case Study</p>	
	<p>Further reading for this lesson: Chapter 15 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 7	<p>REVISION AND TEST (WEEK 1 - WEEK 6)</p>	3
Week 8	<p>TOIPC: PERSONAL SELLING AND SALES MANAGEMENT</p>	3
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ discuss the role of a company's salespeople in creating value for customers and building customer relationships; ▪ explain how companies design sales force strategy and structure; ▪ explain how companies recruit, select, and train salespeople; ▪ describe how companies compensate and supervise salespeople, and how they evaluate sales force effectiveness; ▪ discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing. 	

	<p>Activity Discussion</p>	
	<p>Further reading for this lesson: Chapter 16 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 9&10	<p>TOPIC: DIRECT AND ONLINE MARKETING: THE NEW MARKETING MODEL</p>	6
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ discuss the benefits of direct marketing to customers and companies and the trends fueling its rapid growth; ▪ define a customer database and outline the ways companies use databases in direct marketing; ▪ identify the major forms of direct marketing; ▪ compare the two types of online marketing channels and explain the effect of the internet on electronic commerce; ▪ identify the benefits of online marketing to consumers and marketers and the four ways marketers can conduct online marketing; ▪ discuss the public policy and ethical issues facing direct marketers. 	
	<p>Activity Discussion</p>	
	<p>Further reading for this lesson: Chapter 17 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11th ed.). Prentice Hall.</p>	
Week 11&12	<p>TOPIC: THE INTERNATIONAL MARKETPLACE</p>	6
	<p>Learning Outcomes:</p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> ▪ discuss the international trade system, economic, political-legal, and cultural environments affecting a company's international marketing decisions; ▪ understand the key approaches of entering international market; ▪ explain companies' adaptation of their marketing mix to international marketplaces. 	
	<p>Activity Discussion</p>	

	Further reading for this lesson: Chapter 18 Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11 th ed.). Prentice Hall.		
Week 13	TOPIC: MARKETING AND SOCIETY: SOCIAL RESPONSIBILITY AND MARKETING ETHICS		3
	Learning Outcomes: After attending the lesson, the students should be able to: <ul style="list-style-type: none"> ▪ identify the major social criticisms of marketing; ▪ define consumerism and environmentalism and explain how they affect marketing strategies. 		
	Activity Discussion		
	Further reading for this lesson: Chapter 20 Kotler, P. and Armstrong, G., (2006). <i>Principles Of Marketing</i> , 11 th ed. Prentice Hall.		
Week 14	REVISION CLASS AND TEST (WEEK 8 - WEEK 13)		3
	Total		42
12. Text	Compulsory	Kotler, P., & Armstrong, G. (2006). <i>Principles Of Marketing</i> (11 th ed.). Prentice Hall.	
	Reference	Dibb, Simkin, Pride, & Ferrel. (2003). <i>Marketing Concepts and Strategies</i> (4 th ed.). New York: Houghton Mifflin. Berkowitz, Kevin, Hartley, & Rudelius. (2000). <i>Marketing</i> (6 th ed.). Irwin/McGraw Hill. Perreault, W., & McCarthy, J. (2000). <i>Essential of Marketing</i> (8 th ed.). Irwin/McGraw Hill.	