

**DEPARTMENT OF COMMERCE  
COURSE OUTLINE/SSG**

1.	NAME OF COURSE	INTRODUCTION TO MARKETING															
	COURSE CODE	DPA10223 (Version: 09102024_1_Effective: Session_II_2024/2025)															
2.	SYNOPSIS	INTRODUCTION TO MARKETING exposes students to the managerial approach in understanding marketing decision making. This course emphasizes in developing the marketing mix and marketing strategies.															
3.	CREDIT VALUE	3															
4.	PREREQUISITE/ CO-REQUISITE (IF ANY)	None															
5.	COURSE LEARNING OUTCOMES (CLO): Upon completion of this course, students should be able to:																
	CLO1	apply the concepts, principles and marketing mix elements in marketing decision making (C3, PLO1).															
	CLO2	propose marketing mix strategies in managing an organization marketing activities. (A3, PLO4).															
	CLO3	display interpersonal skills in presenting currents issues in marketing (A3, PLO5)															
	<b>PROGRAMME LEARNING OUTCOMES (PLO) - DAC:</b>																
5.	PLO 1 : Discuss knowledge of accounting and related field in an organization.																
	PLO 4 : Demonstrate effective communication to relevant stakeholders in all aspects of decision making																
	PLO 5: Apply various types of digital application ethically and propose data driven solutions.																
6.	<b>ASSESSMENT METHOD:</b>																
	The course assessment consists of: i. Continuous Assessment (CA) – 50% ii. Final Examination (FE) – 50%																
<table><tr><th>Assessment</th><th>Quantity</th><th>Percentage (%)</th></tr><tr><td>Quiz</td><td>1</td><td>5%</td></tr><tr><td>Test</td><td>1</td><td>20%</td></tr><tr><td>Presentation</td><td>1</td><td>10%</td></tr><tr><td>Mini project</td><td>1</td><td>15%</td></tr></table>			Assessment	Quantity	Percentage (%)	Quiz	1	5%	Test	1	20%	Presentation	1	10%	Mini project	1	15%
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TEACHING SCHEDULE:					
	Topic No.	Topic/Content	Recommended Contact Hours	Assessment Method	Week
7.	1.0	OVERVIEW OF MARKETING 1.1 Explain core marketing concept. 1.2 Explain social responsibility roles in marketing.	3 hours Lecture	Quiz 1 (W2)	W1
	2.0	MARKETING ENVIRONMENT 2.1 Examine marketing environment.	2 hours Lecture 2 hours Tutorial	Test (W4)	W1- W2
	3.0	CONSUMER AND BUSINESS MARKET 3.1 Explain consumer and business Market. 3.2 Write the characteristic between consumer and business market. 3.3 Examine the consumer behavior and factors that influence the growth of consumer behavior	4 hours Lecture 3 hours Tutorial		W2 – W3
	4.0	MARKETING SEGMENTATION, TARGETING AND POSITIONING 4.1 Examine marketing segmentation. 4.2 Explain market targeting. 4.3 Explain market positioning	5 hours Lecture 3 hours Tutorial		W4 – W5
	5.0	PRODUCT, SERVICES AND BRANDING STRATEGIES 5.1 Organise product and service classification	4 hours Lecture	Test 2 (W8)	W6
	6.0	PRICING STRATEGIES 6.1 Apply pricing strategies customer value based pricing strategies	4 hours Lecture		W7
	7.0	MARKETING DISTRIBUTION CHANNEL 7.1 Examine types of marketing distribution channel 7.2 Examine supply chain management 7.3 Examine retailing and wholesaling	3 hours Lecture 3 hours Tutorial		W8 – W9
	8.0	INTEGRATED MARKETING COMMUNICATION 8.1 Explain integrated marketing communication 8.2 Explain objectives of marketing communication mix 8.3 Examine elements of promotional mix 8.4 Examine digital and social media marketing	8 hours Lecture 2 hours Tutorial	Mini Project (W12)	W10 – W12

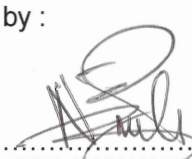
	9.0	CURRENT ISSUES IN MARKETING 9.1 Explain marketing analytics 9.2 Explain marketing ethics (SDG12) 9.3 Explain role of ethics in marketing (SDG12)	6.5 hours Lecture 3.5 hours Tutorial	Presentation	W13 – W14
8.	REFERENCES		Main : 1. Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). <i>Principle of Marketing 19th edition</i> . Pearson. (ISBN 978-0-13-799183-9)  Additional :  1. Kotler, P., & Kelle, K.L. (2021). <i>Marketing Management</i> . Global Edition. (ISBN 978-1-29-240481-3)  2. Lamb, C.W., Hair, J.F., & McDaniel. (2021). <i>Principles of Marketing (13th edition)</i> . Cengage. (ISBN 978-9-81-493055-0)		

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