

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

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| 1. | Name of Course/Module: Marketing Management | | | | | |
| 2. | Course Code: BBA 2224 | | | | | |
| 3. | Name(s) of academic staff: Kamal Abd Razak, | | | | | |
| 4. | Rationale: Marketing is a very important function in business organization as it is the only function that generates revenues for the organization. Besides it also offers normally the largest number of jobs and employment. Thus it is very paramount for students to have the overall appreciation and skills relating the subject matter for them to prepare themselves into the employment environment in due course. | | | | | |
| 5. | Semester and Year offered: Semester 3 Year 2 | | | | | |
| 6. | Total Student Learning Time (SLT) | Face to Face | | | | Total Guided and Independent Learning |
| | L = Lecture T = Tutorial P = Practical O = Others | L 48 | T 8 | P - | O - | 56 GL + 104 IL = 160 hours |
| 7. | Credit Value: 4 | | | | | |
| 8. | Prerequisite (if any): None | | | | | |
| 9. | Objectives: The objective of this course is to : <ul style="list-style-type: none"> • Expose the students to the concepts of marketing strategy and marketing management and understand the importance of a good marketing management including alternative marketing strategies. • Guide the students through the process of marketing analysis like SWOT analysis, strategic analysis for the firms & its competition, strategic analysis for customer & the market environment. • Provide an outline of how the marketing strategy is formulated, implemented and controlled. • Also guide the students in the product strategies, pricing strategies, distribution strategies, promotion strategies and branding strategies. | | | | | |
| 10. | Learning outcomes: At the end of the semester the students will be able to: <ul style="list-style-type: none"> • Explain the major aspects of the planning, controlling and management of marketing operations. • Outline the process of strategic marketing management. • To demonstrate the process and application of SWOT and SWOT analysis. • Illustrate the management of an online business model. | | | | | |
| 11. | Transferable Skills: Development of transferable skills such as marketing skills, effective group work, leadership skills, and knowledge in approaches to problem-solving. | | | | | |

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| 12. | Teaching-learning and assessment strategy Class Participation, Assignments, Team Work, Case Studies, and Presentation. | | | | | | | |
| 13. | Synopsis: The module is designed to enable students to develop an appreciation of the role of marketing and the management of marketing functions in the modern organization practices. The course will focus on what being "market oriented" means, in practice, to organizations operating in the commercial and business market. The course helps students to understand the challenges of marketing management in business and commerce industries: analyzing marketing environments; evaluating strategic alternatives and designing and implementing marketing program involving decisions about products/services, pricing, distribution and promotion. | | | | | | | |
| 14. | Mode of Delivery: Lectures/Tutorial/Practical /Class Activities | | | | | | | |
| 15. | Assessment Methods and Types: | | | | | | | |
| | Class Participation | | | | 10% | | | |
| | Continuous Assessment, Assignments and Tests | | | | 20% | | | |
| | Case Studies, Seminar, Project Paper and Presentation | | | | 30% | | | |
| | Final exam | | | | 40% | | | |
| | | | | | ----- | | | |
| | Total | | | | 100% | | | |
| 16. | Mapping of the course/module to the Programme Aims NA | | | | | | | |
| 17. | Mapping of the course/module to the Programme Learning Outcomes: See attached | | | | | | | |
| 18. | Content outline of the course/module and the SLT per topic: | | | | | | | |
| | | Delivery | | | | GL | NGL | SLT |
| | Topics | L | T | P | O | Hour | Hour | |
| | 1. Introduction | | | | | | | |
| | <ul style="list-style-type: none"> Define marketing in strategic terms. Basic structure of the marketing management. The analytical approach to managerial planning and control that can be achieved through model building. | 4 | - | - | - | 4 | 8 | 12 |

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| | <p>2. Strategic Analysis I: (The firm and its competition).</p> <ul style="list-style-type: none"> Define objectives and purposes for a firm. Conceive the importance of applying customer-oriented objectives. The process and the methods of analyzing company's performance and brand's performance. | 4 | - | - | - | 4 | 8 | 12 |
| | <p>3. Strategic Analysis II: (Customers and the environment).</p> <ul style="list-style-type: none"> The goals and steps in customer research. Summarize the method to build sources of customer data and the method to trace secondary sources of customer data. Construct the components of an industry environment analysis. | 3 | 1 | - | - | 4 | 8 | 12 |
| | <p>4. Marketing Audit and SWOT Analysis</p> <ul style="list-style-type: none"> The nature, purpose, structure and process of marketing audit and SWOT analysis. | 4 | - | - | - | 4 | 8 | 12 |
| | <p>5. SWOT Analysis.</p> <p>The process of SWOT analysis – A workshop.</p> | 1 | 3 | - | - | 4 | 8 | 12 |
| | <p>6. Strategy and Strategy Formulation.</p> <ul style="list-style-type: none"> The purpose and process of corporate strategy planning, the factors influencing corporate strategy and the function of corporate strategy. The function, methods and process of marketing strategy formulation. Framework of a marketing strategy. Formulate and analyze the marketing strategy. | 3 | 1 | - | - | 4 | 8 | 12 |

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| | <p>7. Implementation and Control.</p> <ul style="list-style-type: none"> • State the importance of implementation as part of the overall process of marketing planning and control. • The problems that need to be addressed in implementing marketing plans and controlling marketing activities. • The method and process of designing basic control system. • | 3 | 1 | - | - | 4 | 8 | 12 |
| | <p>8. Market and Product Strategies.</p> <ul style="list-style-type: none"> • Relate the nature of market and product strategy. • The role of the product and product strategy within the overall marketing mix. • Conceive the dimensions of product brands. • | 4 | - | - | - | 4 | 8 | 12 |
| | <p>9. Pricing Strategies.</p> <ul style="list-style-type: none"> • State the nature and importance of price. • Summarize the factors which need to be taken into account when setting a price. • Outline the function, process and methods of pricing strategies. • | 3 | 1 | - | - | 4 | 8 | 12 |
| | <p>10. Distribution strategies 1</p> <ul style="list-style-type: none"> • The nature and functions of distribution channels. • Supply chain management can facilitate distribution for the benefit of all channel members, especially customers. • | 3 | 1 | - | - | 4 | 8 | 12 |
| | <p>11. Distribution Strategies 2</p> <ul style="list-style-type: none"> • Marketing and distribution channels integration can improve distribution strategies efficiency and effectiveness. | 4 | - | - | - | 4 | 8 | 12 |

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|-----|---|----|---|---|---|----|-----|-----|
| | 12. Promotion strategies. <ul style="list-style-type: none"> • The factors that affect the choice of promotional methods. • The role of promotion in the marketing mix. • The methods of interaction between promotional planning and marketing planning. • | 3 | 1 | - | - | 4 | 8 | 12 |
| | 13. Brand and Branding Strategies. <ul style="list-style-type: none"> • Brand values and roles of brands. • Global brand variables. • Key concepts and steps in branding strategy • After brand strategy | 4 | - | - | - | 4 | 8 | 12 |
| | 14. Alternatives Marketing Management Strategies. <ul style="list-style-type: none"> • Conventional marketing • Non-conventional marketing • Online marketing • Case studies | 3 | 1 | - | - | 4 | 8 | 12 |
| | TOTAL STUDENT LEARNING TIME (SLT) | 48 | 8 | - | - | 56 | 104 | 160 |
| 18. | Main references supporting the course: <ul style="list-style-type: none"> • Roger Kerin, Steven Hartley, William Rudelins, (2010). Marketing, 10th Edition, McGraw-Hill / Irwin. • Dhruv Grewal, Michael Levy, (2011). Marketing, 3rd Edition, McGraw-Hill / Irwin. • Charles W. Lamb, Joseph F. Hair, Carl McDaniel, (2010). Marketing, 11th Edition, South-Western. | | | | | | | |
| 19. | Other additional information: Nil | | | | | | | |