

A) Course Aims and Description

This course aims to provide a firm understanding of marketing and is designed for students who have chosen to specialise in disciplines other than business. As you may already know, a working knowledge of marketing is beneficial wherever your career takes you. We will discuss basic principles of marketing. However, the focus is on its application and how this understanding could potentially enhance your future performance in your chosen field. A hands-on approach is expected and activities have been incorporated to encourage observation and enhance analytical ability. The course will require you to analyse businesses, evaluate alternatives, collaborate with team members, lead discussions, present your analysis and propose recommendations on selected organisations.

The course will begin by discussing sustainable marketing in the global context. We continue with marketing strategy and customer value. This requires an understanding of the business environment and buyer behaviour. We then focus on the 4 P's, namely product, price, place and promotion.

B) Intended Learning Outcomes and Objectives

This course is an introduction to marketing and it aims to provide a basic understanding of this discipline. By the end of this course, you should be able to:

1. Explain marketing concepts, its implementation and practice.
2. Explain how a self-selected company, organisation or brand (COB) conducts its business
3. Identify marketing issue(s) that is likely to inhibit the COB from attaining its objectives
4. Make recommendations for the COB to overcome the marketing issues(s) identified
5. Participate in class discussions to share different points of view of assigned cases
6. Collaborate with your team members in marketing project

C) Course Content

The following topics will be covered during the course:

1. Overview of marketing
2. Sustainable global marketing
3. Marketing strategy and customer value
4. Analysing the environment and understanding the market
5. Customer driven marketing strategy and competitive advantage
6. Product management
7. Pricing management
8. Channel management
9. Integrated marketing communications

D) Course Assessment

Component	LO Tested	NBS Learning Goal	Weightage	Team/ Individual	Assessment Rubrics
1. Class participation	ILO 1 ILO 5	Acquisition of knowledge	15%	Individual	Appendix A
2. Team project (in-class presentation)	ILO 1 ILO 2 ILO 3 ILO 4 ILO 6	Problem solving & decision making Teamwork & Interpersonal Skills Oral Communication	40%	Team (Minimum 4 members to present)	Appendix A
3. Individual assignment	ILO 1	Acquisition of knowledge	5%	Individual	Appendix A
4. Quiz	ILO 1	Acquisition of knowledge	10%	Individual	N.A
5. Continuous assessment	ILO 1 ILO 4	Problem solving & decision making Written communication	30%	Individual	Appendix A
Total			100%		

E) Proposed Lecture & Seminar Schedule (subject to changes)

Week No.	Lecture topics
Week 1	Lecture 1: Introduction + Marketing Overview
Week 2	Lecture 2: Sustainable Global Marketing
Week 3	Lecture 3: Marketing Strategy and Customer Value <ul style="list-style-type: none"> - Company and marketing strategy - Creating & capturing value
Week 4	Lecture 4: Analysing the Environment & Understanding the Market <ul style="list-style-type: none"> - Micro- and macro-environments - Buyer Behaviour
Week 5	Lecture 5: Customer Driven Marketing Strategy & Competitive Advantage <ul style="list-style-type: none"> - Segmentation, targeting, positioning and differentiation - Competitive strategies
Week 6	Lecture 6: Product Management <ul style="list-style-type: none"> - Product and services - Branding strategy - New product development - Product life cycles
Week 7	No Lecture
Not numbered	<i>Recess</i>
Week 8	Lecture 7: Pricing Management <ul style="list-style-type: none"> - Factors to consider - Pricing strategies
Week 9	Lecture 8: Channel Management <ul style="list-style-type: none"> - Strategy and logistics management - Retailing and wholesaling

Week No.	Lecture topics
Week 10	Lecture 9: Integrated Marketing Communications - Advertising, Public Relations, Personal Selling, Sales Promotion, Direct and Online Marketing
Week 11	eLearning
Week 12	Supplementary Lecture (as needed)
Week 13	Supplementary Lecture (as needed)