

TEACHING PLAN

MARCH SEMESTER 2024

COURSE : **MKTG1010 – Basic Marketing**
LECTURER : **Raja Nur Alaini bt Raja Omar**
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CONSULTATION HOURS: **Wednesday @ 9.30am-11.30am**
ROOM NO : **A307**

CLO1	Explain the marketing concept. (C2, PLO1)
CLO2	Apply the macro environment factors and consumer behavior.(C3, PLO2)
CLO3	Compare the marketing mix components.(C4, PLO2)

Main references:

- (a) Philip Kotler & Gary Armstrong. 2020. Principles of Marketing. Global Edition. 18th Ed. Pearson.
- (b) Philip Kotler & Gary Armstrong. 2018. Marketing: An Introduction. 17th Ed. UK: Prentice Hall, Inc.
- (c) Philip Kotler & Gary Armstrong. 2018. Principles of Marketing. 17 th Ed. Pearson.

Additional references:

- (a) Nor Khalidah Abu and Yusniza Kamarulzaman. 2017. Principles of Marketing, 3rd Edition. Oxford, University Press.
- (b) Noel Capon & Shamza Khan. 2015. Capon's Marketing Principles. Asia Edition. SJ Learning

Assessment Methods and Types:	Assignment (Group Project)	15%
	Exercise	10%
	Quiz	15%
	Presentation (Group Project)	10%
	Final Exam (Case Study)	50%

Week	Topics	Assignments	Remarks
Week No: 1 1/4/24 & 2/4/24	Chapter 1: Introduction Introduction to marketing – definition of marketing The philosophies of marketing Chapter 2: Marketing Environment Microenvironment Macroenvironment	BRIEFING ON THE ASSESSMENT	Brief the students the allocation of marks and date for each assessment.

Week No: 2 15/4/24 & 16/4/24	Chapter 3: Managing Marketing Information Chapter 4: Consumer Market and Consumer Buyer Behavior - Model of Consumer Behavior - Major Factors Influencing Buying Behavior - The Buying Process	EXERCISE 1	Brief the students on how to answer essay question
Week No: 3 22/4/24 & 23/4/24	Chapter 5: Business Markets and Business Buyer Behavior - Organizational Buying - Major Factors Influencing Buying Behavior - The Buying Process Chapter 6: Target Marketing Market segmentation Market targeting	GROUP PROJECT QUIZ 1 Give comment on the students' presentation	Brief the students on the guidelines for the assignment and ask the students to submit the project planning within one (1) week and the table of contents for the topics given within two (2) weeks.
Week No: 4 29/4/24 & 30/4/24	Chapter 6: Target Marketing Market positioning Chapter 7: Product Product classification Product line decision – attribute, brand, packaging, labelling, support services	SUBMISSION OF EXERCISE 1 & PROJECT PLANNING	Give comment on the students' performance in quiz 1
Week No: 5 6/5/24 & 7/5/24	Chapter 7: Product New product development Product life cycle Chapter 8: Price Pricing Consideration Pricing planning – factors affecting pricing decision Pricing approach	SUBMISSION OF TABLE OF CONTENTS FOR ASSIGNMENT	Give comments on the students' performance in Exercise 1
Week No: 6 13/5/24 & 14/5/24	Chapter 9: Marketing Channels and Supply Chain Management - Channel Function - Channel Design and Decision - Retailing and Wholesaling Chapter 10: Integrated Marketing Communication Strategy - Advertising	GROUP PRESENTATION QUIZ 2	Give comments on students' presentation.

	- Sales Promotion		
Week No: 7 20/5/24 & 21/5/24	Chapter 10: Integrated Marketing Communication Strategy - Public Relations - Personal Selling - Direct Marketing Chapter 11: Extending Marketing - The Global Marketplace - Marketing and Society	SUBMISSION OF GROUP ASSIGNMENT	Give comments on the students' performance in Quiz 2 Brief the students on how to answer case study based on the previous case study and give their carry marks.