

MKT202e Marketing Management

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

MKT202 Marketing Management is designed to introduce functions of the marketing department and the importance of marketing for modern organisations. In this course, students will learn classic marketing theories that remain relevant as well as contemporary marketing practices focusing on technology and digital marketing. This course also aims to build students' knowledge and skills in the managerial aspects of marketing, including the development and execution of marketing plans and programmes.

Topics:

- What is Marketing
- Situational Analysis
- Marketing Research and Analytics
- Consumer Behaviour
- Building Customer Loyalty
- Branding
- Global Marketing
- Product Strategy
- Characteristics of Services
- Pricing Strategy
- Channel Strategy
- Integrated Marketing Communications
- Digital Marketing
- Innovation and Digital Transformation
- Social and Sustainable Marketing

Textbooks:

Philip Kotler, Kevin Lane Keller: Marketing Management Global Edition by Philip Kotler, Kevin Lane Keller, 16th Edition (eText) Pearson
ISBN-13: 9781292405117

Learning Outcome:

- Explain key marketing concepts and trends
- Discuss factors in consumer management
- Examine branding strategies
- Analyse the role of products/services, prices, channels and communication tools
- Demonstrate proficiency in written and verbal communication skills in a marketing context
- Apply essential marketing management knowledge and interpersonal skills to work effectively in a team

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	DISCUSSION BOARD 1	10
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	8
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
Total		100

Assessment Strategies (Online Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-COURSE QUIZ 1	2
	DISCUSSION BOARD 1	10
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	8
Overall Examinable Components	Written Exam	50
Total		100

