



UNIVERSITI TEKNOLOGI MARA

MKT410: INTRODUCTION TO MARKETING

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| Course Name (English) | INTRODUCTION TO MARKETING APPROVED | |
| Course Code | MKT410 | |
| MQF Credit | 3 | |
| Course Description | This course introduces the principles and practice of marketing. It includes the basic concept and philosophies in marketing, market segmentation, targeting and positioning as well as marketing mix (4P's). In addition, areas on consumers' buying behavior, marketing environment and marketing role in strategic planning and society are also emphasized. | |
| Transferable Skills | Execute the relevant processes, techniques and principles of marketing | |
| Teaching Methodologies | Lectures, Blended Learning, Presentation | |
| CLO | CLO1 Identify marketing and its function within a business organization CLO2 Demonstrate the relevant processes, techniques and principles of marketing through written. CLO3 Apply the marketing concepts through verbal presentation. | |
| Pre-Requisite Courses | No course recommendations | |
| Reading List | Recommended Text | Philip Kotler, Philip T. Kotler, Gary Armstrong, Marc Oliver Opresnik 2017, <i>Principles of marketing</i> , 17 Ed., Pearson Higher Education [ISBN: 9781292220178] |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |