

**UNIVERSITI TEKNOLOGI MARA****MKT750: MARKETING MANAGEMENT**

Course Name (English)	MARKETING MANAGEMENT APPROVED
Course Code	MKT750
MQF Credit	3
Course Description	This course provides students with a methodology for analyzing marketing situations and developing strategic decisions and plans. Marketing concepts is emphasized to allow students to appreciate its application in the development of effective marketing strategies. In particular this course will prepare students to undertake other courses such as Operations Management, Strategic Management, Decision Analysis and Business Project.
Transferable Skills	Analyze the marketing environment and its challenges (C5,P4,A5). Demonstrate the range of decision implicit in strategic marketing (C5,P4,A5) Plan and organize knowledge by using marketing tools in marketing decision making (C5,P4,A5)
Teaching Methodologies	Lectures, Case Study, Small Group Sessions , Journal/Article Critique
CLO	CLO1 Analyze the marketing environment and its challenges CLO2 Demonstrate the range of decision implicit in strategic marketing CLO3 Plan and organize knowledge by using marketing tools in marketing decision making
Pre-Requisite Courses	No course recommendations
Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources