



UNIVERSITI TEKNOLOGI MARA

EDM473: EDUCATIONAL MARKETING

Course Name (English)	EDUCATIONAL MARKETING APPROVED
Course Code	EDM473
MQF Credit	3
Course Description	Services, products and privileges of education need to be disseminated via strategic educational marketing. This strategy is to ensure that society benefits from the marketed educational institution. Special focus is given to educational marketing models and its application to Malaysian schools. The focus of the study will be on elite schools, MRSM, polytechnics, technical schools and smart schools.
Transferable Skills	knowledge in educational marketing models and its application to Malaysian schools
Teaching Methodologies	Lectures, Case Study, Presentation
CLO	CLO1 Understand the role and importance of services marketing to the economy CLO2 identify the consumptions values that influences purchase decisions CLO3 identify and define the levels of consumers expectations of services CLO4 identify the basic principles underlying the concept of service quality CLO5 understand the concept market mix CLO6 understand product and pricing strategy
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to services marketing 1.1) n/a	
2. The purchase process for services 2.1) n/a	
3. Consumer expectations of services 3.1) n/a	
4. Service Quality 4.1) n/a	
5. The marketing Mix 5.1) n/a	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6
	Case Study	n/a	40%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6
	Presentation	n/a	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6
	Test	n/a	20%	CLO1 , CLO2 , CLO3 , CLO4 , CLO5 , CLO6

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