



UNIVERSITI TEKNOLOGI MARA

BCT501: MARKETING OF BIO-COMPOSITES PRODUCT

Course Name (English)	MARKETING OF BIO-COMPOSITES PRODUCT APPROVED
Course Code	BCT501
MQF Credit	3
Course Description	This course will expose students to the structure of the local and export of timber, bamboo, rattan, oil palm and other agricultural fibers trade and practices, the systems and the institutional used to move these products from manufacturer to the final consumer. Marketing principal, marketing organization, and marketing of major forest products and other secondary products will also be discussed.
Transferable Skills	- Able to understand the fundamental of marketing of Bio-Composite products - Knowledge in the marketing and administration of the Bio-Composite products industry.
Teaching Methodologies	Lectures, Presentation
CLO	CLO1 State, explain and discuss the fundamentals of marketing of Bio-Composite products. CLO2 Interpret the marketing principle, marketing organization and marketing of major forest products and other secondary products in Bio-Composite industry CLO3 Distinguish and elaborate the information for local and international marketing of Bio-Composite products CLO4 Evaluate and solve business case study on Bio-Composite industry
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Marketing 1.1) Overview and introduction 1.2) Marketing Fundamental 1.3) Nature of Competition	
2. Primary Bio-Composite Industry 2.1) Overview and introduction 2.2) Sawn Timber 2.3) Fiber Products 2.4) Veneer Products 2.5) Particle Products 2.6) Laminated Products 2.7) Secondary Products 2.8) Structural Products	
3. Malaysian Bio-Composite Industry 3.1) Overview and introduction 3.2) Marketing Organization 3.3) Major Bio-Composite and Forest Products in Malaysia 3.4) Present and Future Trends in Malaysia 3.5) Marketing Strategies in Malaysia	
4. International Marketing and Marketing Organization 4.1) Overview and Introduction 4.2) International Marketing 4.3) Marketing Organization	

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	5%	CLO1 , CLO2
	Presentation	n/a	20%	CLO3 , CLO4
	Quiz	n/a	5%	CLO1 , CLO2
	Test	n/a	30%	CLO1 , CLO2 , CLO3

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