



**UNIVERSITI TEKNOLOGI MARA**

**EVC711: FINANCE AND MARKETING FOR DESIGNERS**

<b>Course Name (English)</b>	FINANCE AND MARKETING FOR DESIGNERS <b>APPROVED</b>		
<b>Course Code</b>	EVC711		
<b>MQF Credit</b>	3		
<b>Course Description</b>	This course covers the theories and practices in marketing management, including marketing research, pricing, advertising, trade policy, physical distribution, and new product development, because each one will take effect relations firm with clients and ability to maintain the level of competitiveness.		
<b>Transferable Skills</b>	<ol style="list-style-type: none"> <li>1. Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.</li> <li>2. Demonstrate ability to analyse issues/ problems from multiple angles and make suggestions.</li> <li>3. Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.</li> </ol>		
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Tutorial, Discussion		
<b>CLO</b>	<p>CLO1 Apply the techniques of market analysis and classifying the main target of the design according to the market.</p> <p>CLO2 To understand the financial aspect in the business of design.</p> <p>CLO3 Able to assess the benefits of each approach that organization used in product development.</p>		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"> <tr> <td><b>Recommended Text</b></td> <td> <ul style="list-style-type: none"> <li>• Franklin J. Plewa, Jr. and George T. Friedlob 1995, <i>Understanding Cash Flow, Getting to the Bottom of Your Bottom Line, Finance Fundamentals for Non-Financial Manager</i>, John Willey &amp; Sons, Inc New York</li> <li>• Patrick McNamee 2001, <i>Strategic Market Planning - A Blueprint For Success</i>, John Wiley &amp; Sons United Kingdom</li> <li>• J. Paul Peter, Jerry C. Olson 2002, <i>Consumer Behavior and Marketing Strategy</i>, International Edition Ed., Mcgraww-Hill / Irwin Boston, New York</li> <li>• Douglas J. Dalrymple &amp; Leonard J. Parsons 2000, <i>Basic Marketing Management</i>, 2nd Edition Ed., John Wiley &amp; Sons New York</li> <li>• Philip Kotler &amp; Gary Armstrong 2001, <i>Principles of Marketing</i>, 9th Edition Ed., Prentice Hall New Jersey</li> <li>• Michael R. Solomon 1999, <i>Consumer Behavior</i>, 4th Edition Ed., Prentice Hall Upper Sadle River, New Jersey</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Franklin J. Plewa, Jr. and George T. Friedlob 1995, <i>Understanding Cash Flow, Getting to the Bottom of Your Bottom Line, Finance Fundamentals for Non-Financial Manager</i>, John Willey &amp; Sons, Inc New York</li> <li>• Patrick McNamee 2001, <i>Strategic Market Planning - A Blueprint For Success</i>, John Wiley &amp; Sons United Kingdom</li> <li>• J. Paul Peter, Jerry C. Olson 2002, <i>Consumer Behavior and Marketing Strategy</i>, International Edition Ed., Mcgraww-Hill / Irwin Boston, New York</li> <li>• Douglas J. Dalrymple &amp; Leonard J. Parsons 2000, <i>Basic Marketing Management</i>, 2nd Edition Ed., John Wiley &amp; Sons New York</li> <li>• Philip Kotler &amp; Gary Armstrong 2001, <i>Principles of Marketing</i>, 9th Edition Ed., Prentice Hall New Jersey</li> <li>• Michael R. Solomon 1999, <i>Consumer Behavior</i>, 4th Edition Ed., Prentice Hall Upper Sadle River, New Jersey</li> </ul>
<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Franklin J. Plewa, Jr. and George T. Friedlob 1995, <i>Understanding Cash Flow, Getting to the Bottom of Your Bottom Line, Finance Fundamentals for Non-Financial Manager</i>, John Willey &amp; Sons, Inc New York</li> <li>• Patrick McNamee 2001, <i>Strategic Market Planning - A Blueprint For Success</i>, John Wiley &amp; Sons United Kingdom</li> <li>• J. Paul Peter, Jerry C. Olson 2002, <i>Consumer Behavior and Marketing Strategy</i>, International Edition Ed., Mcgraww-Hill / Irwin Boston, New York</li> <li>• Douglas J. Dalrymple &amp; Leonard J. Parsons 2000, <i>Basic Marketing Management</i>, 2nd Edition Ed., John Wiley &amp; Sons New York</li> <li>• Philip Kotler &amp; Gary Armstrong 2001, <i>Principles of Marketing</i>, 9th Edition Ed., Prentice Hall New Jersey</li> <li>• Michael R. Solomon 1999, <i>Consumer Behavior</i>, 4th Edition Ed., Prentice Hall Upper Sadle River, New Jersey</li> </ul>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		