



## UNIVERSITI TEKNOLOGI MARA

### EDM473: EDUCATIONAL MARKETING

<b>Course Name (English)</b>	EDUCATIONAL MARKETING <b>APPROVED</b>
<b>Course Code</b>	EDM473
<b>MQF Credit</b>	3
<b>Course Description</b>	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.
<b>Transferable Skills</b>	knowledge in educational marketing models and its application to Malaysian schools
<b>Teaching Methodologies</b>	Lectures, Case Study, Presentation
<b>CLO</b>	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
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to services marketing</b> 1.1) n/a	
<b>2. The purchase process for services</b> 2.1) n/a	
<b>3. Consumer expectations of services</b> 3.1) n/a	
<b>4. Service Quality</b> 4.1) n/a	
<b>5. The marketing Mix</b> 5.1) n/a	

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	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

<b>Reading List</b>	This Course does not have any book resources
<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