



UNIVERSITI TEKNOLOGI MARA

AMT754: FINANCE AND MARKETING FOR DESIGNERS

Course Name (English)	FINANCE AND MARKETING FOR DESIGNERS APPROVED
Course Code	AMT754
MQF Credit	2
Course Description	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.
Transferable Skills	<ol style="list-style-type: none"> 1. Demonstrate ability to identify and articulate self skills, knowledge, and understanding confidently and in a variety of contexts. 2. Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks. 3. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Seminar/Colloquium, Case Study, Tutorial, Discussion, Presentation
CLO	<p>CLO1 1. Apply the techniques of market analysis and classifying the main target of the design according to the market.</p> <p>CLO2 2. To understand the financial aspect in the business of design.</p> <p>CLO3 3. Able to assess the benefits of each approach that organization used in product development.</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. 1.0 Design Project Implementation Process</p> <p>1.1) 1.1 Design Project Definition</p> <p>1.2) 1.2 Traits Contributing To The Success Of The Project</p> <p>1.3) 1.2.1 Problem Solving</p> <p>1.4) 1.2.2 Negotiation</p> <p>1.5) 1.2.3 Urgency</p> <p>1.6) 1.2.4 Focus</p> <p>1.7) 1.2.5 Agility</p> <p>1.8) 1.2.6 Decisiveness</p> <p>1.9) 1.2.7 Risk Taking</p> <p>1.10) 1.2.8 Balance</p> <p>1.11) 1.3 Factors Contributing To The Failure Of The Project</p> <p>1.12) 1.3.1 Time Management</p> <p>1.13) 1.3.2 Teamwork Issues</p> <p>1.14) 1.3.3 Client Collaboration Process</p>	
<p>2. 2.0 Market and Technology</p> <p>2.1) 2.1 What Is Marketing?</p> <p>2.2) 2.2 Origins Of Marketing</p> <p>2.3) 2.3 The Marketing Management Philosophies</p> <p>2.4) 2.4 Six Thinking Hats Creative Marketing</p> <p>2.5) 2.5 Emarketing</p> <p>2.6) 2.6 Marketing Promotional Strategy</p> <p>2.7) 2.7 Innovative Technology Software</p>	
<p>3. 3.0 Market Segmentation</p> <p>3.1) 3.1 Market Segmentation Definition</p> <p>3.2) 3.2 Criteria Needed For Segmentation</p>	

4. 4.0 Product Positioning Techniques 4.1) 4.1 Positioning Existing Products 4.2) 4.2 New Product Positioning 4.3) 4.3 Developing New Products 4.4) 4.4 Seven Phases To New Product Development
5. 5.0 Kano's Model Quality 5.1) 5.1 Kano Model Theory Of Product Development And Customer Satisfaction 5.2) 5.1.1 Attractive 5.3) 5.1.2 One-Dimensional 5.4) 5.1.3 Must-Be 5.5) 5.1.4 Indifferent 5.6) 5.1.5 Reverse
6. 6.0 Consumer Buying Behavior 6.1) 6.1 What Is Consumer Buying Behavior? 6.2) 6.2 Stages Of The Consumer Buying Process 6.3) 6.3 Types Of Consumer Buying Behavior 6.4) 6.4 Categories That Effect The Consumer Buying Decision Process 6.5) 6.5 Consumer Buying Preference Curve
7. 7.0 Quality Function Deployment 7.1) 7.1 Product Planning 7.2) 7.2 Product Design 7.3) 7.3 Process Planning 7.4) 7.4 Process Control
8. 8.0 Market Research Techniques 8.1) 8.1 Surveys 8.2) 8.2 Focus Groups 8.3) 8.3 Personal Interviews 8.4) 8.4 Observation 8.5) 8.5 Field Trials
9. 9.0 Questionnaire Design 9.1) 9.1 Principles Questionnaire Design 9.2) 9.2 Questionnaire Design Tips 9.3) 9.3 Questionnaire Design Analysis 9.4) 9.4 Finance Questionnaire 9.5) 9.5 Market Research Questionnaire 9.6) 9.6 Marketing Questionnaire
10. 10.0 Marketing Case Studies Examples 10.1) 10.1 Coca-Cola to re-brand 'diet' fizzy drinks 10.2) 10.2 AA re-brand to emphasis the width of its product range 10.3) 10.3 Sunny Delight re-launches with sclub 10.4) 10.4 Lego axes sub-brands by re-branding its entire product range
11. 11.0 Cost Analysis 11.1) 11.1 Budgeting for design 11.2) 11.2 Determine your rate 11.3) 11.3 Reviewing your rate 11.4) 11.4 Breaking down a budget 11.5) 11.5 Clients and money 11.6) 11.6 Eight Payment Strategies 11.7) 11.7 Right and Compensation
12. Seminar Presentation I 12.1) n/a
13. Seminar Presentation II 13.1) n/a
14. Issues and Presentation 14.1) n/a
15. Final Presentation I 15.1) n/a
16. Final Presentation II 16.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Discussion	Research Discussion and Participation	20%	CLO1
	Presentation	Research issue and presentation	40%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • 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 & Sons Inc New York • Patrick McNamee 2001, <i>Strategic Market Planning - A Blueprint For Success</i>, John Wiley & Sons, John Wiley & Sons Chi Chester, United Kingdom • J. Paul Peter, Jerry C. Olson 2002, <i>Consumer Behavior and Marketing Strategy</i>, International Ed. Ed., Mcgraww-Hill / Irwin Boston New York • Douglas J. Dalrymple & Leonard J. Parsons 2000, <i>Basic Marketing Management</i>, 2nd . Ed. Ed., John Wiley & Sons New York • Philip Kotler & Gary Armstrong 2001, <i>Principles of Marketing</i>, 9th edition Ed., Prentice-Hall New Jersey.
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources