



UNIVERSITI TEKNOLOGI MARA

COM362: MARKETING COMMUNICATION

Course Name (English)	MARKETING COMMUNICATION APPROVED
Course Code	COM362
MQF Credit	3
Course Description	The Principles of Marketing course is compulsory for all Communication and Media Studies students. This is an introductory course to marketing. Students will study the basic aspects and concepts, major approaches, and theories and practices of marketing. Students are also expected to develop and explain the proper product development process in marketing plan which offers a broad overview of the entire organization's mission, objectives, strategy, and resource allocation at the end of course.
Transferable Skills	1) COMMUNICATION SKILL 2) MANAGEMENT AND ENTREPRENEURIAL SKILL
Teaching Methodologies	Lectures, Case Study, Discussion
CLO	CLO1 Explain the roles of marketing environment changes in verbal and return form. CLO2 Determine theories, concepts, knowledge, understanding and clear delivery of ideas about marketing communication. CLO3 Explain media skill and work planning related to entrepreneurial strategies.
Pre-Requisite Courses	No course recommendations
Topics	
1. Marketing: Creating and Capturing Customers Value 1.1) 1.1 What is Marketing? 1.2) 1.2 Understanding the Marketplace and Consumer Needs 1.3) 1.3 Designing a Customer Driven Marketing Strategy 1.4) 1.4 Preparing a Marketing Plan and Program 1.5) 1.5 Building Customer Relationship 1.6) 1.6 Capturing Value from Customers 1.7) 1.7 The New Marketing Landscape	
2. Company and Marketing Strategy: Partnering to Build Customer Relationship 2.1) 2.1 Companywide Strategic Planning: Defining Marketing's Role 2.2) 2.2 Planning Marketing Partnering to Build Customer Relationship 2.3) 2.3 Marketing Strategy and the Marketing Mix 2.4) 2.4 Managing the Marketing Effort 2.5) 2.5 Measuring and Managing Return on Marketing Investment	
3. Analyzing The Marketing Environment 3.1) 3.1 The Company's Microenvironment 3.2) 3.2 The Company's Macroenvironment 3.3) 3.3 Responding to the Marketing Environment	
4. Consumer Markets and Consumer Buyer Behavior 4.1) 4.1 Model of Consumer Behavior 4.2) 4.2 Characteristics Affecting Consumer Behavior 4.3) 4.3 Types of Buying Decision Behavior 4.4) 4.4 The Buyer Decision Process 4.5) 4.5 The Buyer Decision Process for New Products 4.6) 4.6 Consumer Behavior across International Borders	
5. Customer-Driven Marketing Strategy: Creating Value for Target Customers 5.1) 5.1 Market Segmentation 5.2) 5.2 Market Targeting 5.3) 5.3 Differentiation and Positioning	

6. Product, Services, and Brands: Building Customer Value 6.1) 6.1 What Is a Product? 6.2) 6.2 Product and Service Decisions 6.3) 6.3 Branding Strategy: Building Strong Brands 6.4) 6.4 Service Marketing
7. New-Product Development and Product Life-Cycle Strategies 7.1) 7.1 New-Product Development Strategy 7.2) 7.2 Product Life-Cycle Strategies 7.3) 7.3 Managing New-product Development 7.4) 7.4 Product Life-Cycle Strategies
8. Pricing: Understanding and Capturing Customer Value 8.1) 8.1 What is a price? 8.2) 8.2 Factors to Consider When Setting Prices
9. Pricing Strategies 9.1) 9.1 New-Product Pricing Strategies 9.2) 9.2 Product Mix Pricing Strategies 9.3) 9.3 Price-Adjustment Strategies 9.4) 9.4 Price Changes 9.5) 9.5 Public Policy and Pricing
10. Marketing Channels: Delivering Customer Value 10.1) 10.1 Supply Chain and the Value Delivery Network 10.2) 10.2 The Nature and Importance of Marketing Channels 10.3) 10.3 Channel Behaviour and Organization 10.4) 10.4 Channel Design Decisions 10.5) 10.5 Channel Management Decisions 10.6) 10.6 Public Policy and Distribution Decisions
11. Communicating Customer Value: Integrated Marketing Communications Strategy 11.1) 11.1 The Promotion Mix 11.2) 11.2 Integrated Marketing Communications 11.3) 11.3 A View of the Communication Process 11.4) 11.4 Steps in Developing Effective Communication 11.5) 11.5 Setting the Total Promotion Budget and Mix 11.6) 11.6 Socially Responsible Marketing Communication
12. The Global Marketplace 12.1) 12.1 Global Marketing Today 12.2) 12.2 Looking at the Global Marketing Environment 12.3) 12.3 Deciding Whether to Go Global 12.4) 12.4 Deciding Which Markets to Enter 12.5) 12.5 Deciding How to Enter The Market 12.6) 12.6 Deciding on the Global Marketing Program 12.7) 12.7 Deciding on the Global Marketing Organization
13. Group Project Presentation and Review 1 13.1) n/a
14. Group Project Presentation and Review 2 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group Project	30%	CLO3
	Individual Project	Individual Project	10%	CLO1
	Test	Test	20%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Philip Kotler and Gary Armstrong 2014, <i>Principles of Marketing ;15th Edition</i>, Pearson Education, Prentice Hall, Inc Kendallville, USA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	