

SHORT COURSE DETAILS
MKT101-MC Principles of Marketing

1. Name of Series

Business Degree Programme

2. Name of Course

Principles of Marketing

3. Synopsis of Course (60-word limit)

This module is a core module. It is able to strengthen and enhance the academic programme as marketing is one of the key functions in organizations. The knowledge and skills in the field of marketing are essential for achieving organizational effectiveness. Understanding customers, developing appropriate marketing strategies and the various marketing mix elements (product, price, place, promotion) which are used by organizations to satisfy needs and wants of consumers is hence necessary in this context. While the subject has a theoretical base, practical application of the marketing concepts to 'real world' situations via a specific project is an essential part of the course.

4. For Whom

- a. Students with UEC, STPM and other pre university qualifications
- b. Students from other institutions
- c. Part time students

5. Course Outcomes (100-word limit)

By the end of the course, students will be able to:

- a. Apply marketing fundamentals and principles to marketing scenarios.
- b. Analyze a given real-life company marketing situation by demonstrating marketing theories and concepts.
- c. Initiate discussions in a given marketing issue based on teamwork.

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases, role playing and tutorials. Online assessment.

7. Duration of Course

4 weeks' course

2 - 3 hours per week.

Cumulative learning 4 credit hrs for the total course

8. Level of Course & Microcredential Credit Value, if any

Degree/4 credit hours per subject

9. Course Outline

- a. Managing profitable customer relations
- b. Marketing environment
- c. Managing marketing information and marketing research
- d. Consumer market and consumer behavior
- e. Business market and business behavior
- f. Marketing strategy (market segmentation, targeting & positioning)
- g. Product/services strategies
- h. Pricing products and strategies
- i. Marketing channels and supply chain management
- j. Integrated marketing communications: Advertising, Public Relation, Personal Selling, Direct Marketing and Sales Promotion
- k. Global market place & Online Marketing

10. Short Bio of Trainer/s (50-word limit)

Lecturer: **Kimberley Yeoh Hui Jing**

BSc Business Studies (Hons) (Sunway University), MBA (Westminster International College)

Kimberley is a Lecturer in the Faculty of Business, Economics and Accounting at HELP University. She is now pursuing PhD in Marketing, specializing in e-commerce, consumer behavior and services marketing. Having worked at various industries, she had the advantage of bringing the real-life experiences into the classrooms. Aside from academics, she gives talks on leadership and various soft skills for corporates and communities.