

## MODULE GUIDE

**MODULE CODE** : BM3100  
**MODULE TITLE** : Principles of Marketing

**Lecturer in Charge** : DR. SANTHI GOVINDAN

**Email** : [santhi@nilai.edu.my](mailto:santhi@nilai.edu.my)

**Term** : May 2023

## Table of Contents

<b>Contents</b>	<b>Pages</b>
Module Introduction	3
Lecturer's Contact Details	3
Module Syllabus- Table 4	3
Semester Plan	4
Assessment Details	5
Reference List	7
Warning : Plagiarism, Syndication and Cheating	8

## Module Introduction

---

### Welcome to INTRODUCTION TO MARKETING COURSE

This module aims to provide students with an understanding of the basic concepts and practices of modern marketing and to provide a strong foundation for more advanced courses which include understanding of market definition, market segmentation, market positioning, market targeting and the design and development of products / services. Besides that, to develop an understanding of the pricing, distribution, advertising and promotion functions of marketing and to complement them with different marketing philosophies and also the ability to identify strategies and goals in a particular marketing system.

### Module Learning Outcomes

CLO1	Discuss basic theories and concepts in marketing. (C2, PLO1)
CLO2	Apply comprehensive marketing knowledge to manage problems in business organisations using different approaches. (C3, PLO2)
CLO3	Express effective written and oral communication and collaborative skills with diverse stakeholders. (A3, PLO4)

### Lecturer's Contact Details

---

**Name** : Dr. Santhi Govindan  
**Designation** : Senior Lecturer 1  
**Room** : A208 (Administration Block – Level 2 –  
Management & Marketing Department)  
**E-mail** : [santhi@nilai.edu.my](mailto:santhi@nilai.edu.my)  
**Consultation Hours** : Tuesdays & Thursday: 2 pm – 4 pm

## Semester Plan Synopsis

### LECTURE & TUTORIAL SCHEDULE BY WEEK

---

This section delineates the details of the lecture and tutorial activities throughout the semester, from week 1 to 14 for long semester or week 1 to 7 for short semesters. Information on teaching and learning activities are included in the following sections as week accordingly.

In order to optimise your learning, you are advised to make preparation for the lecture and tutorial sessions (refer to the following plan) on regular basis.

#### WEEKLY LECTURE AND TUTORIAL PROGRAMME

WEEK	TOPICS	TEACHING & LEARNING ACTIVITIES	
		LECTURE	TUTORIAL
1	Topic 1: Marketing: Creating and Capturing Customer Value	Intro to Fundamental of Marketing PPT	Topic discussion
2	Topic 2: Company and Marketing Strategies	PPT	Case study discussion
3	Topic 3: Analysing the Marketing Environment	PPT	Case study discussion
4	Topic 4: Managing Marketing Environment and Gain Insights	PPT	Case Study discussion
5	Topic 5: Customer Buying Behaviour	PPT	Topic discussion
6	Topic 6: Customer Driven Strategy	PPT	Case study discussion
7	Topic 7: Product, Service, and Brand	PPT	Topic discussion
8	Topic 8: New Product Development and Product Life Cycle	PPT	Case study discussion
9	Topic 9: Pricing Strategies (Part 1)	PPT	Case study discussion
10	Topic 9: Pricing Strategies (Part 2)	PPT	Topic discussion
11	Topic 10: Marketing Channels (Part 1)	PPT	Topic discussion
12	Topic 10: Marketing Channels (Part 2)	PPT	Topic discussion
13	Lesson 11: Marketing Ethics and Responsibility	PPT	Marketing topic issue discussion
14	Lesson 11: Marketing Ethics and Responsibility Presentation & Revision	PPT	Topic issue discussion

## ASSESSMENT DETAILS

---

This module is assessed by both coursework and final examination,

FINAL EXAM :	30%
COURSEWORK:	70%
TOTAL:	100%

To pass this module, at least 50% of the overall must be achieved.

## FINAL EXAM DETAILS (30%)

---

Individually students will undertake a final written exam—testing application of theory and the linkages between theory and practice. Practically, it is to assess the module-learning outcomes.

### *Assessed outcomes:*

CLO1	Discuss basic theories and concepts in marketing. (C2, PLO1)
------	--

The exam paper is based on questions from the relevant themes that are covered in lectures and tutorials throughout the module. Thus there is considerable scope in the examination, for students to demonstrate their knowledge and understanding.

Non-attendance or non-participation in the exam will mean that no mark is given, and the student cannot pass the module. The module leader will consider exceptional circumstances which are supported by medical evidence e.g. Doctor's certificate, and in this case other arrangements may be made for you to resit the exam. However the module leader reserves the right to make this decision. Exceptional circumstances will not be considered retrospectively.

### *Structure and Times:*

- Writing time : 3 hours only

## COURSEWORK DETAILS (70%)

---

The coursework will make up 70% of the total final grade, which is segregated as follows:

- Assignment 1 : 30%
- Assignment 2 : 30%
- Presentation/Topic Issues Practicum : 10%

### ***Assessed outcomes:***

Upon completion of the course work, the students should be able to:

Assignment 1	CLO1	Discuss basic theories and concepts in marketing. (C2, PLO1)
Assignment 2	CLO2	Apply comprehensive marketing knowledge to manage problems in business organisations using different approaches. (C3, PLO2)
Presentation/ Topic Issues Practicum	CLO3	Express effective written and oral communication and collaborative skills with diverse stakeholders. (A3, PLO4)

---

### **The Coursework for BM3100 consist:**

The coursework will make up 70% of the total final grade, which is segregated as follows:

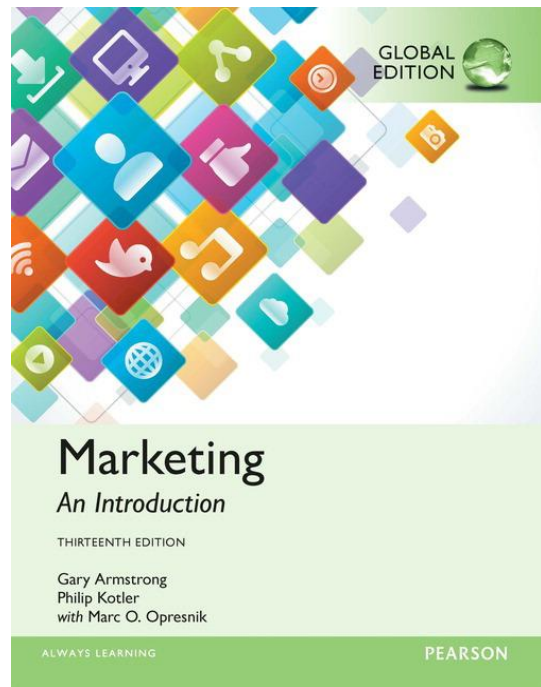
- (i) Assignment 1 : 30%
  - (ii) Assignment 2 : 30%
  - (iii) Presentation/Topic Issues Practicum : 10%
  - TOTAL COURSEWORK MARKS : 70%
  - (iv) FINAL EXAM : 30%
- } **100%**

## RECOMMENDED READING LIST

---

### Main Text:

*Philip Kotler and Gary Armstrong (2017). Marketing : An Introduction, (13<sup>th</sup> Ed.). Pearson.*



## **WARNING: PLAGIARIAM, SYNDICATION AND CHEATING**

---

Nilai Univeristy has strict rules to ensure that students' work is truly the result of their individual effort, skills and knowledge, and has not been produced by means that will give an unfair advantage over other students

### **PLAGIARIAM**

---

Students must ensure that any work submitted for assessment is genuinely their own and is not plagiarised. Plagiarism is using others' ideas and words without clearly acknowledging the source of that information.

#### **How Can Students Avoid Plagiarism?**

To avoid plagiarism, you must give/provide credit whenever you use:

- another person's idea, opinion, or theory;
- any facts, statistics, graphs, drawings or any pieces of information that are not common knowledge;
- quotations of another person's actual spoken or written words; or
- paraphrase of another person's spoken or written words.

### **SYNDICATION**

---

You must also take care that, unless you are specifically instructed that a piece of work for assessment is to be produced jointly with other students, the work you submit has been prepared by you alone. If you collude with other students to prepare a piece of work jointly, or copy each other's work, and pass it off as an individual effort, it is syndication and is against the University regulations. It is also, obviously, against the rules to copy another student's work without his or her knowledge.

### **PENALTIES FOR PLAGIARIAM AND SYNDICATION**

---

Any student caught and found guilty in the disciplinary hearing will be deemed to have FAILED in the subject and will be required to REPEAT the said subject. Any repeated offence may result in EXPULSION FROM THE UNIVERSITY