

Module code	BB-2204		
Module Title	Marketing Management		
Degree/Diploma	Bachelor of Business (Business Administration)		
Type of Module	Major Core/Breadth		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	Nil		
Anti-requisite	Nil		
Aims			
To provide students with theoretical and practical appreciation of marketing knowledge that stimulate consumers' cognition, affection and behavioural consumption of products. In-depth analysis of marketing practices and trends will allow students to understand important marketing concepts applied in the marketplace.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	<ul style="list-style-type: none"> - understand, recognise and define important fundamentals about marketing, marketing in society, ethics and responsible marketing, psychology, consumer behaviour and market research. - identify factors that influence consumers' decisions under various market environment and circumstances. 	
Middle order :	30%	<ul style="list-style-type: none"> - analyse market characteristics and its environments. - analyse marketplace activities from marketing standpoints. - interpret and identify marketing problems. 	
Higher order:	40%	<ul style="list-style-type: none"> - apply theories and findings from behavioural science to marketing strategies. - prepare reports on marketing issues and challenges based on research findings. - develop interpersonal skills and teamwork. - build greater confidence in oral presentation. 	
Module Contents			
<ul style="list-style-type: none"> • An overview of marketing • Developing and implementing marketing strategies • The global marketing environment • Consumer markets and consumer buyer behaviour • Segmenting, targeting and positioning • Managing marketing information • Product management • Branding and packaging • Supply chain management • Integrated marketing communications • Pricing concepts • Digital marketing and social media • Global market place: creating competitive advantage • Social responsibilities and marketing ethics 			
Assessment	Formative assessment	Weekly discussion/individual presentations and feedback	
	Summative assessment	Examination: 40%	
		Coursework: 60%	
		<ul style="list-style-type: none"> - Two Individual Presentations (20%) - Group Project (30%) - Group Presentation (10%) 	