



UNISEL GRADUATE SCHOOL OF MANAGEMENT
UNIVERSITI INDUSTRI SELANGOR

PROGRAM: MBA COURSE: PMM 5143: MARKETING MANAGEMENT

LECTURER: Prof. Dr. Khalifah Othman h/p: 013 3519696

e-mail: khalifah_ugsm@unisel.edu.my

Recommended Text book: Kotler, P and Keller K., *Marketing Management, 13th. Edition*,
 Prentice Hall, 2009.

| Date | Time | Topics | Chapter |
|------------------------------|----------|--|---------|
| 31 st . Jan. 2010 | 9 – 5 pm | Class introduction | 1 |
| | | Scope and roles of marketing | 2 |
| | | Marketing concepts, customer value | |
| | | Value Chain, holistic marketing | |
| | | Strategic Plan and marketing | |
| | | Marketing plans | 3 |
| | | Gathering information, environmental scanning | |
| | | Analyzing the environment | 4 |
| | | Conducting market research and forecasting demand, Marketing Research Process | |
| 21 st Feb 2010 | 9 – 5 pm | Building customer value | |
| | | Customer relationship management | 5 |
| | | Analyzing consumer market | |
| | | Buying decision process | 6 |
| | | Analyzing Business Market | 7 |
| | | Organizational buying process | |
| | | Market segmentation, Targeting | 8 |
| | | Segmentation criteria | |
| | | Case 1 | |
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|-----------------------------|----------|--|----|
| 28 th Feb 2010 | 9 - 5 pm | Branding, roles of brands, brand management | 9 |
| | | Positioning, positioning strategy | |
| | | PLC and marketing strategies | 10 |
| | | Competitions, analyzing competitors | 11 |
| | | Competitive strategies | |
| | | Setting product strategies, Packaging, Labeling | 12 |
| 21 st March 2010 | 9 - 5 pm | Case 2 | |
| | | Understanding services, service and quality | 13 |
| | | Understanding pricing, pricing strategy | 14 |
| | | Marketing channels, roles of marketing channel | 15 |
| | | Channel management system, channel conflict | |
| | | Retailing, types of retailers, wholesaling logistics, private labels | 16 |
| 4 th April 2010 | 9 – 5 pm | Mid-term test | |
| | | Integrated marketing communications | 17 |
| | | Advertising and sales promotion | 18 |
| | | Managing advertising programs | 19 |
| | | Direct marketing , direct mail, Viral marketing | 20 |
| | | New product development, adoption process | 21 |
| | | Global marketing | 22 |
| | | Market entry modes | |
| 11 th April 2010 | 9 – 5 pm | Case 3 | |
| | | Project Presentations | |
| | | FINAL EXAMINATION | |



MBA PROGRAM

COURSE DESCRIPTION : MARKETING MANAGEMENT - PMM 5143

This course combines readings, cases, lectures, discussions and also marketing project in an integrative framework. It is designed to provide a methodology for analyzing marketing situations and developing marketing strategic plans. The research project will integrate the concepts and issues covered in the course. Students are expected to contribute significantly by fully participating in class discussions of assigned materials and working together creatively in completing their research projects.

Students are expected to be active participants in the learning process. As such this course requires a high level of individual and team performance. By the completion of this course, the students are expected to clearly understand major marketing issues confronting business managers today. Their understanding of these major areas will be demonstrated by examinations, case analyses, discussions, and both written and oral assignments related to the projects. A high level of competence in using your oral and written communication skills is expected.

COURSE OBJECTIVES:

- To provide an understanding and appreciation of marketing concepts and tools in managing an organization and marketing activities.
- To develop skills in strategic marketing decision making.
- To provide knowledge and skills in preparing marketing plans.
- Through group case studies students will learn to work together in problem solving. They will learn how to approach problems systematically by understanding the real issue and problems, analyzing the situations and apply their marketing management knowledge in making their recommendations.

COURSE LEARNING OUTCOME:

At the end of the course, students should be able to

1. make decisions pertaining to strategic marketing as well as planning those strategies effectively; and
2. apply the appropriate marketing management tools effectively
3. Able to assess market potentials of a given product
4. prepare marketing plans for organizations.
- 5.

MARKETING CASE STUDIES (20%)

Each student will be involved in an oral presentation of assigned CASES. Because the cases vary considerably, there will be no 'set' format for their presentation and students are encouraged to use their creative powers in conveying the critical issues in each case on the class. However, the following outline MAY be useful in organizing your thoughts.

1. Situations analysis (SWOT)
 - A. Internal Environment
 - I. Organizational Strengths
 - II. Organizational Weaknesses

B. External Environment

I. Opportunities

II. Threats and challenges

2. Problems / Issues

Your assessments (short and directly stated) of the major problem(s) and/or issues(s) in the case. Be sure to include your explanation of how you think they evolved and why they are important (i.e. causes and rationale).

3. Recommendations/ solutions

What are your recommendations for the problems identified? How would you go about in implementing them? Your decision about what the organization should do and why- stated as fully as possible and including your reasoning (rationale) for this action in comparison with alternatives. To the extent possible, you should consider the impact of your decision on the firm's 1) market(s), 2) product strategy, 3) promotional strategy, 4) pricing strategy, 5) distribution strategy and 6) any other activities which may be relevant.

The cases will be handed out on the first day of class

Case Presentations are limited to 30 minutes.

TEAM RESEARCH PROJECT (20%)

Each student will become a member of a self-selected 3-4 person project team. Each team will act as marketing research consultants to a selected client.

Each research consulting team will be responsible for:

1. Choosing the firm and products/service it wishes to research and have as a client. You must choose a firm which produces and/or packages its products/services IN MALAYSIA for sale in Malaysia or abroad.
 - Variety of sources
 - Integrations of class concepts
 - Organizational, completeness & professionalism
 - Writing (grammar & readability)
 - Ingenuity of research & thoroughness of assessment
 - Realistic & creativity marketing program

MID –TERM TEST AND FINAL EXAMINATION

Questions will be in the form of short answer essays requiring integration of readings, class and case materials.

GENERAL RULES FOR PAPERS:

- Projects papers must be typed, double spaced.
- All papers are DUE IN CLASS on the day assigned.
- LATE PAPERS-grades will be REDUCED.
- **Note:** All forms of **PLAGIARISMS** are not tolerated. Due acknowledge must be given to works that had been done previously.
- Students / groups who are caught copying without proper acknowledge will be heavily penalized.

SUMMARY – GRADING ALLOCATION

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|-------------------|-----|
| 1 mid-term test | 20% |
| Case Studies | 20% |
| Project | 20% |
| Final Examination | 40% |

ATTENDANCE

Attendance is **MANDOTARY**