

Tick	Semester	Year	Skills
√	1	1	Knowledge Cognitive skills
	2	2	Cognitive & Interpersonal skills
	3	3	Practical & Communication skills
		4	Interpersonal Digital skills
		5	Communication Numeracy skills
		6	Digital skill Leadership, autonomy and responsibility
			Numeracy Personal skills
			Leadership Entrepreneurial skills
			Personal & Ethics and professionalism.
			Entrepreneurial skills
			Ethics and professionalism.

- 1 Knowledge and understanding
- 2 Cognitive skills
- 3 Practical skills
- 4 Interpersonal skills
- 5 Communication skills
- 6 Digital skills
- 7 Numeracy skills
- 8 Leadership, autonomy and responsibility
- 9 Personal skills
- 10 Entrepreneurial skills
- 11 Ethics and professionalism.



Summary of Course Information Template

(Table4 v2.0 June 2020)

Please follow the instructions below in sequential order to provide the information on the courses in the programme. Following are the sequential instructions to fill in course information of the programme:-

- 1- To create a new course information, click 'FORM' worksheet.
- 2- Fill in the required information for the course. Course code is a mandatory field and it is unique.
Data for cells in dark **green** color will be generated automatically.
- 3- Once completed, click '**Copy Sheet**' button that available on the top right corner of the form.
(A new worksheet will be replicated with a default name which is the course code)
- 4- To provide information for the following course, return to the 'FORM' worksheet.
You can create a new course by filling all new information by repeating steps 1 to 3 OR just edit the relevant fields and repeat step 3.
Click '**Clear Form**' to fill in new information.
- 5- Once all courses have been created, click '**Update Index**' button on the top right corner of the FORM worksheet.
- 6- Go to '**INDEX**' worksheet to see the summary index for all the courses of the programme.
(All courses/ worksheet names will be populated together with % SLT for ODL courses)

Note: This Table 4 and its SLT calculation are designed for home grown programme only.



Maklumat Kursus *Micro-Credential* UIS

1	NAMA FAKULTI		FAKULTI PENGAJIAN PERADABAN										
2	NAMA KURSUS MC		TADABBUR SURAH AL-FATIHAH										
3	SINOPSIS		Kursus Tadabbur Surah al-Fatihah ini bertujuan membimbing pelajar memahami makna, mesej dan pengajaran yang terkandung dalam surah al-Fatihah sebagai Ummul Kitab dan inti pati ajaran Islam. Kursus ini akan menghuraikan tafsiran ayat demi ayat dengan menekankan aspek akidah, ibadah dan pergantungan kepada Allah SWT. Pelajar juga akan didedahkan kepada hubungan surah al-Fatihah dengan kehidupan seharian agar bacaan dalam solat dapat dihayati dengan lebih khususyuk dan mendalam. Di samping itu, kursus ini membantu membina kesedaran tentang kepentingan tadabbur al-Quran dalam membentuk hati, pemikiran dan akhlak Muslim										
4	MOD KURSUS		DALAM TALIAN SEPENUHNYA DAN AKREDITASI / KENDIRI										
5	BAHASA PENGANTAR		BAHASA MALAYSIA										
6	TEMPOH KURSUS		2 MINGGU										
7	BUTIRAN PENGAJAR		1	NAMA: DATO' PROF. DR. MOHD FARID RAVI BIN ABDULLAH KELAYAKAN : (i) Ph.D Tafsir & Ulum al-Quran, University of Jordan (ii) Sarjana Pengajian al-Quran & al-Sunnah, UKM (iii) ISM Usuluddin, al-Bayt University, Jordan Tel: 03 8911 7000 (ext:1307)									

Disediakan oleh:

NAMA:
JAWATAN:
TARIKH:

Disahkan oleh:

NAMA:
JAWATAN:
TARIKH:

CLO addressing LO

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CLO		TLA	F2F		NF2F (IL)	TOTAL	ASSESSMENT STRATEGY	F2F		NF2F (IL)	TOTAL	SLT	TOTAL PERCENTAGE	PERCENTAGE OF ASSESSMENT		
			PHYSICAL	ONLINE				PHYSICAL	ONLINE							
CLO1	Identify core concepts of marketing and the role of marketing in business and society.(C1, PLO1)	LECTURE (L)	6		12	18	Online Test (1hr)		1.5	4	5.5	31.5	26%	Online Test - 20%		
		TUTORIAL (T)	2	2	4	8										
		PRACTICAL (P)														
		OTHERS (O)														
			8	2	16	26		0	1.5	4	5.5					
CLO2	Propose marketing strategies based on product, price, place, and promotion objectives. (A3, PLO4)	LECTURE (L)	8		16	24	Assignment 2	<2000 words>		8	8	45.5	38%	Assignment 2 - 20% Presentation - 10%		
		TUTORIAL (T)	4	1	5	10										
		PRACTICAL (P)					Presentation	0.5		3	3.5					
		OTHERS (O)														
			12	1	21	34		0.5	0	11	11.5					
CLO3	Relate marketing communications plan with Islamic values in analysing company's promotional strategies.(A4, PLO11)	LECTURE (L)	5		10	15	Assignment 1		<800 words>	6	6	43.0	36%	Assignment 1 - 10% Final Examination - 40%		
		TUTORIAL (T)	3	2	5	10										
		PRACTICAL (P)					Final examination	3		9	12					
		OTHERS (O)														
			3	2	15	25		3	0	15	18					
Total Learning Time (TLT)			23	5	52	85	Total Assessment Time (TAT)	3.5	1.5	30	35	100%				
Total SLT			120				Credit	3								

ENTAKSIRA	CLO1	10.7
	CLO2	14.0
	CLO3	10.3



Table 4: Summary of Course Information

1	Course Name:	MARKETING MANAGEMENT				
	Course Code:	MBBC 2023				
	Course Classification:	Major (core)				
2	Synopsis:	This course emphasizes the concept of marketing management that thinking of the marketing strategies. These skills being applied through project papers. students will be taught using interactive teaching and conventional marketing management concepts and islamic concepts management and the view in the Islamic concept. This course consists marketing, and managing marketing effort.				
3	Name(s) of Academic Staff:	1	JUNAINAH IDRIS Qualification : (i) Master in Business Administration (MBA), (ii) Bachelor in Business Administration (Honours) Tel: 03 8911 7000 (ext: 2105) Hp: 013 363 9			
4	Semester and Year offered:	Year Offered	2	Semester	2	Remarks:
5	Credit Value:	3				
6	Pre-requisite/ co-requisite (if any):	-				
7	Course Learning Outcomes (CLO)	CLO1	Identify core concepts of marketing and the role of ma			
		CLO2	Propose marketing strategies based on product, price,			
		CLO3	Relate marketing communications plan with Islamic va			
8	Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Met					
		Programme Learning Outcomes (PLO)				

Course Learning Outcomes	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	√									
CLO2				√						
CLO3										
Mapping with MQF Cluster of Learning Outcomes	C1									
				C3B						

Indicate the primary causal link between the CLO and PLO by ticking '√' in the appropriate box.

C1 = Knowledge & Understanding, **C2** = Cognitive Skills, **C3A** = Practical Skills, **C3B** = Interpersonal Skills, **C3C** = Numeracy Skills, **C3D** = Leadership, Autonomy & Responsibility, **C4A** = Personal Skills, **C4B** =

9 Transferable Skills (if applicable)

(Skills learned in the course of study which can be useful and utilized in other settings)

1	Cognitive skills
2	Communication Skills
3	Leadership, Autonomy and Responsibility
Open-ended response (if any)	
4	

10 Distribution of Student Learning Time (SLT)

Note: This SLT calculation is designed for home grown programme only.

Course Content Outline and Subtopics		CLO*			
			Fa		
			Physical		
			L	T	P
1	Chapter 1 : Understanding Marketing Management 1.1 Marketing Defined 1.2 Core Marketing Concepts 1.3 Company Orientations towards the Marketplace	1	1		
2	Chapter 2 : Developing Marketing Strategies and Plan 2.1 Marketing and Customer Value 2.2 Corporate and Division Strategic Planning 2.3 Business Unit Strategic Planning 2.4 Product Planning: The Nature and Contents of a Marketing plan 2.5 Sample Marketing plan	2	2		
3	Chapter 3 : Connecting with Customers 3.1 Creating Long-term Loyalty Relationships 3.2 Analyzing Consumer Markets 3.3 Analyzing Business Markets	1	1	1	
4	Chapter 4 : Branding 4.1 Brand and Brand equity 4.2 Managing brand equity 4.3 Brand Positioning 4.4 Establishing brand positioning	1	2		
5	Chapter 5 : Competitive Dynamic 5.1 Competitive Strategies for Market Leaders 5.2Product Life Cycle Marketing Strategies 5.3 Marketing in slow growth economy	1	2	1	

6	Chapter 6 : Setting Product Strategy 6.1 Product characteristics and classifications 6.2 Differentiation	2	1	1	
7	Chapter 6 : Setting Product Strategy 6.3 Design 6.4 Product and brand relationships 6.5 Packaging, labeling, and warranties and guarantees	3	1	1	
8	Chapter 7 : Developing Pricing Strategies and Programs 7.1 Understanding Pricing 7.2 Setting the price 7.3 Adapting the price 7.4 Initiating and responding to price changes	2	2	1	
9	Chapter 8 : Designing and Managing Marketing Channels and Value Network 8.1 Marketing Channels 8.2 Channel Design Decisions 8.3 Channel Integration Systems	2	2	1	
10	Chapter 9 : Managing Retailing, Wholesaling, and Logistics 9.1 Retailing 9.2 Wholesaling 9.3 Market Logistics	2	1	1	
11	Chapter 10 : Integrated Marketing Communication (IMC) 10.1 Managing IMC 10.2 Managing Mass Communication	3	1	1	

12	Chapter 10 : Integrated Marketing Communication (IMC) 10.3 Managing Personal Communication	3	1		
13	Chapter 11 : Marketing at Digital Age 11.1 e-Business 11.2 e-Commerce 11.3 e-Marketing 11.4 Managing digital communications: online, social media, and mobile	3	1		
14	Chapter 12 : Ethics & Marketing from an Islamic perspective 12.1 Ethics in Conventional Marketing 12.2 Islamic views on Marketing 12.3 Key Elements of Islamic Marketing 12.4 Islamic Marketing Mix 12.5 Challenges and Opportunity of Islamic Marketing in Today's Economy	3	1	1	
15					

Continous Assesement		%	Fa
			Physical
1	Online Test	20	
2	Assignment (case study)	10	
3	Presentation	10	0.5
4	Assignment 2	20	<2000 words>
			Fa

Final Assessement		%	Physical
1	Final Examination	40	3
2			
A	<i>[Total F2F Physical / (Total F2F Ph</i>		
B	<i>[(Total F2F Online + Total Independent Learning) / (Total F2F Ph</i>		
C			
C1	<i>[Total F2F Physical Practical / (Total F2F Ph</i>		
C2	<i>[Total F2F Online Practical / (Total F2F Ph</i>		

Please tick (v) if this course is **Industrial Training/ Clinical Placement/ Practicum** using

	Note: * Indicate the CLO based on the CLO's numbering in Item 8 ** For ODL programme: Courses with mandatory practical requirements imposed by the program ODL delivery rule in the SLT.	
11	Identify special requirement or resources to deliver the course (e.g., software, nursery, computer lab, simulation room etc)	-
12	References (include required and further readings, and should be the most current)	1. Kotler, Philip et.al, Marketing M 2. Armstrong, Gary & Kotler, Philip 3. Kurtz & Boone, Principles of Ma 4. Kotler & Keller, Marketing Mani 5. Kotler, Marketing Management 6. Philip Kotler, Kevin Lane Keller, 7. Temporal Paul, Islamic Branding 8. Yusniza Kamarulzaman, Nor Kha 9. Kalthom Abdullah, Marketing M
13	Other additional information (if applicable)	BB03 PROGRAM EDUCATIONAL C The program educational objective 1. knowledgeable and technically 2. effective in communication, int 3. capable to solve economics and 4. able to demonstrate personal a BB03 PROGRAM LEARNING OUTC At the end of the study, the stude 1. acquire and apply knowledge and 2. apply cognitive skills by analyzir 3. demonstrate practical skills rele 4. practice interpersonal and tear 5. practice communication effectiv 6. demonstrate ICT skills relevant 7. apply numerical skills including - quantitative skills in economics and 8. demonstrate leadership skills, and 9. demonstrate life and personal s 10. demonstrate entrepreneurial s 11. adopt Islamic values, attitudes
Note: Number of PLO indicated is purely for illustration purposes only and the number is subjected to the c		

Prepared by

(JUNAINAH IDRIS)

Lecturer

DATE: 16 Disember 2022

Checked by:

(EN.MUHAMMAD F

Head of Programme

DATE:

Depart. : Economics and Management
Faculty : Management and Muamalah
Session : II 2022/2023



applied in business industry. It is designed to help students develop the analytical, creativity and critical
high class projects, case applications, and presentations. Students will be assessed test, assignments and
d learning and independent learning. students also will be able to differentiate between the
s. by end of the course, students will be independently solve business issues related to marketing
it of several topic including understanding marketing management, strategic planning, direct and digital

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marketing in business and society.(C1, PLO1)

place, and promotion objectives. (A3, PLO4)

lues in analysing company's promotional strategies.(A4, PLO11)

hods and Assessment Methods

PLO 11		Teaching Methods	Assessment Methods
		Lecture /Tutorial	Online Test
		Project/ Lecture/Discussion	Presentation/ Assignment
√		Case Study /Lecture/Tutorial	Assignment/ Examination
C5			

I Skills, **C3C** = Communication Skills, **C3D** = Digital Skills,
= Entrepreneurial Skills, **C5** = Ethics & Professionalism

√

Learning and Teaching Activities**						Total SLT
Face-to-Face (F2F)					NF2F Independent Learning (Asynchronous)	
Online/ Technology-mediated (Synchronous)						
O	L	T	P	O		
		1			3	
		1			5	
					3	
		1			5	
					5	

					3	
					3	
					5	
					5	
					3	
					3	

		1			3
		1			3
					3

SUB-TOTAL SLT: 85

ce-to-Face (F2F)		NF2F
	Online/ Technology-mediated (Synchronous)	Independent Learning for Assessment (Asynchronous)
	1.5	4
	<800 words>	6
		3
		8

SUB-TOTAL SLT: 23

ce-to-Face (F2F)	NF2F
------------------	------

	Online/ Technology-mediated (Synchronous)	Independent Learning for Assessment (Asynchronous)	
		9	
SUB-TOTAL SLT:			12
SLT for Assessment:			35
GRAND TOTAL SLT:			120
% SLT for F2F Physical Component:			26.25
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			
% SLT for Online & Independent Learning Component:			73.75
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			
% SLT for All Practical Component:			0.00
<i>[% F2F Physical Practical + % F2F Online Practical]</i>			
% SLT for F2F Physical Practical Component			0.00
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			
% SLT for F2F Online Practical Component			0.00
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			

; 50% of Effective Learning Time (ELT)

name standards or any related standards can be exempted from complying to the minimum 80%

Management: An Asian Perspective , 7th Edition, Pearson, 2018 (Textbook)
Principles of Marketing , 16th Edition, Prentice Hall, 2016
Marketing, Thomson South-Western, 2016
Management, 16th Edition, Prentice Hall, 2014
; 8th Edition, 2014
A Framework for Marketing Management, Pearson, 2011
g and Marketing: Creating a global islamic Business, Wiley, 2010
alidah Abu, Marketing Management, Oxford Revision Series, 2012
fix from An Islamic Perspective, Pearson, 2008.

OBJECTIVES (PEO)

es are to produce students who are:

- competent in economics and finance in-line with the industry requirement.
- interpersonal skills and demonstrate good leadership quality in an organization.
- d finance issues innovatively and ethically through ICT and scientific approaches.
- and entrepreneurial skills for career advancement and future education.

COMES (PLO)

nts will be able to:

- nd related theory in the field of economics and finance.
- ng problems, providing solutions and creating new ideas to the economics and finance issues.
- evant to economics and finance.
- nwork skills in economics and finance field.
- vely in economics and finance field.
- to economics and finance field.
- understanding of basic mathematics and symbols relating to statistical techniques and other id finance.
- utonomy and responsibility in economics and finance field.
- skills for career development or education advancement.
- skill in key areas of economics and finance field.
- ; and professionalism in-line with economics and finance field.

curriculum design.

Verified by:

(DR SUHAILA NADZRI)

Head, Department of Economic & Management

DATE:



Table 4: Summary of Course Information

1	Course Name:	MARKETING MANAGEMENT					
	Course Code:	MBBC 2023					
	Course Classification:	Major (core)					
2	Synopsis:	This course emphasizes the concept of marketing management that thinking of the marketing strategies. These skills being applied through project papers. students will be taught using interactive teaching and conventional marketing management concepts and islamic concepts management and the view in the Islamic concept. This course consists marketing, and managing marketing effort.					
3	Name(s) of Academic Staff:	1	JUNAINAH IDRIS Qualification : (i) Master in Business Administration (MBA), (ii) Bachelor in Business Administration (Hons) Tel: 03 8911 7000 (ext: 2204) Hp: 013 363 9				
		2	NOR ROSMAWATI ABDUL KARIM Qualification : (i) MBA (Marketing), UiTM (ii) BBA (Hons) Marketing Tel: 03 8911 7000 (ext: 2220) H/P: 019-5411				
4	Semester and Year offered:	Year Offered	2	Semester	1	Remarks:	
5	Credit Value:	3					
6	Pre-requisite/ co-requisite (if any):	-					
7	Course Learning Outcomes (CLO)	CLO1	Identify core concepts of marketing and the role of marketing				
		CLO2	Propose marketing strategies based on product, price, place, and promotion				
		CLO3	Relate marketing communications plan with Islamic values				
8	Mapping of the Course Learning Outcomes to the Programme Learning Outcomes, Teaching Methods, and Assessment Methods						
		Programme Learning Outcomes (PLO)					

Course Learning Outcomes	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
CLO1	v									
CLO2				v						
CLO3										
Mapping with MQF Cluster of Learning Outcomes	C1									
				C3B						

Indicate the primary causal link between the CLO and PLO by ticking 'v' in the appropriate box.

C1 = Knowledge & Understanding, **C2** = Cognitive Skills, **C3A** = Practical Skills, **C3B** = Interpersonal Skills, **C3C** = Numeracy Skills, **C3F** = Leadership, Autonomy & Responsibility, **C4A** = Personal Skills, **C4B** =

9 Transferable Skills (if applicable)

(Skills learned in the course of study which can be useful and utilized in other settings)

1	Cognitive skills
2	Communication Skills
3	Leadership, Autonomy and Responsibility
Open-ended response (if any)	
4	

10 Distribution of Student Learning Time (SLT)

Note: This SLT calculation is designed for home grown programme only.

Course Content Outline and Subtopics		CLO*			
			Fa		
			Physical		
			L	T	P
1	Chapter 1 : Understanding Marketing Management 1.1 Marketing Defined 1.2 Core Marketing Concepts 1.3 Company Orientations towards the Marketplace	1	1		
2	Chapter 2 : Developing Marketing Strategies and Plan 2.1 Marketing and Customer Value 2.2 Corporate and Division Strategic Planning 2.3 Business Unit Strategic Planning 2.4 Product Planning: The Nature and Contents of a Marketing plan 2.5 Sample Marketing plan	2	2		
3	Chapter 3 : Connecting with Customers 3.1 Creating Long-term Loyalty Relationships 3.2 Analyzing Consumer Markets 3.3 Analyzing Business Markets	1	1	1	
4	Chapter 4 : Branding 4.1 Brand and Brand equity 4.2 Managing brand equity 4.3 Brand Positioning 4.4 Establishing brand positioning	1	2		
5	Chapter 5 : Competitive Dynamic 5.1 Competitive Strategies for Market Leaders 5.2Product Life Cycle Marketing Strategies 5.3 Marketing in slow growth economy	1	2	1	

6	Chapter 6 : Setting Product Strategy 6.1 Product characteristics and classifications 6.2 Differentiation	2	1	1	
7	Chapter 6 : Setting Product Strategy 6.3 Design 6.4 Product and brand relationships 6.5 Packaging, labeling, and warranties and guarantees	2	1	1	
8	Chapter 7 : Developing Pricing Strategies and Programs 7.1 Understanding Pricing 7.2 Setting the price 7.3 Adapting the price 7.4 Initiating and responding to price changes	2	2	1	
9	Chapter 8 : Designing and Managing Marketing Channels and Value Network 8.1 Marketing Channels 8.2 Channel Design Decisions 8.3 Channel Integration Systems	2	2	1	
10	Chapter 9 : Managing Retailing, Wholesaling, and Logistics 9.1 Retailing 9.2 Wholesaling 9.3 Market Logistics	2	1	1	
11	Chapter 10 : Integrated Marketing Communication (IMC) 10.1 Managing IMC 10.2 Managing Mass Communication	3	1	1	

12	Chapter 10 : Integrated Marketing Communication (IMC) 10.3 Managing Personal Communication	3	1		
13	Chapter 11 : Marketing at Digital Age 11.1 e-Business 11.2 e-Commerce 11.3 e-Marketing 11.4 Managing digital communications: online, social media, and mobile	3	2		
14	Chapter 12 : Ethics & Marketing from an Islamic perspective 12.1 Ethics in Conventional Marketing 12.2 Islamic views on Marketing 12.3 Key Elements of Islamic Marketing 12.4 Islamic Marketing Mix 12.5 Challenges and Opportunity of Islamic Marketing in Today's Economy	3	1	1	
15					

Continous Assesement		%	Final
			Physical
1	Online Test	20	
2	Assignment (case study)	10	
3	Presentation	10	0.5
4	Assignment 2	20	<2000 words>
			Final

Final Assesement		%	Physical
1	Final Examination	40	2
2			
A	<i>[Total F2F Physical / (Total F2F Ph</i>		
B	<i>[(Total F2F Online + Total Independent Learning) / (Total F2F Ph</i>		
C			
C1	<i>[Total F2F Physical Practical / (Total F2F Ph</i>		
C2	<i>[Total F2F Online Practical / (Total F2F Ph</i>		

Please tick (v) if this course is **Industrial Training/ Clinical Placement/ Practicum** using

	Note: * Indicate the CLO based on the CLO's numbering in Item 8 ** For ODL programme: Courses with mandatory practical requirements imposed by the program ODL delivery rule in the SLT.	
11	Identify special requirement or resources to deliver the course (e.g., software, nursery, computer lab, simulation room etc)	-
12	References (include required and further readings, and should be the most current)	Main: 1. Kotler, Philip et.al, Marketing M 2. Armstrong, Gary & Kotler, Philip 3. Kurtz & Boone, Principles of Ma 4. Kotler & Keller, Marketing Mani 5. Kotler, Marketing Management 6. Philip Kotler, Kevin Lane Keller, 7. Temporal Paul, Islamic Branding 8. Yusniza Kamarulzaman, Nor Kha 9. Kalthom Abdullah, Marketing M
13	Other additional information (if applicable)	BB04 Programme Educational Ob objectives are to produce student 1. knowledgeable and technically 2. effective in communication, int 3. capable to solve accounting iss 4. able to demonstrate personal a BB04 Program Learning Outcome At the end of the study, students : 1. acquire and apply knowledge ar 2. apply cognitive skills by analysir issues. 3. demonstrate practical skills rele 4. practice interpersonal and tear 5. practice communication effectiv 6. demonstrate ICT skills relevant 7. apply numerical skills including 8. demonstrate leadership skills, a 9. demonstrate life and personal s 10. demonstrate entrepreneurial s
Note: Number of PLO indicated is purely for illustration purposes only and the number is subjected to the c		

Prepared by

Checked by:

(NOR ROSMAWATI ABDUL KARIM)

(EN.MUHAMMAD F

Lecturer
DATE: 28 June 2022

Head of Programme
DATE: 30 June 2022

Depart. : Economics and Management
Faculty : Management and Muamalah
Session : I 2022/2023



applied in business industry. It is designed to help students develop the analytical, creativity and critical
high class projects, case applications, and presentations. Students will be assessed test, assignments and
d learning and independent learning. students also will be able to differentiate between the
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st of several topic including understanding marketing management, strategic planning, direct and digital

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Marketing in business and society.(C1, PLO1)

place, and promotion objectives. (C2, PLO2)

values in analysing company's promotional strategies.(A4, PLO11)

Methods and Assessment Methods

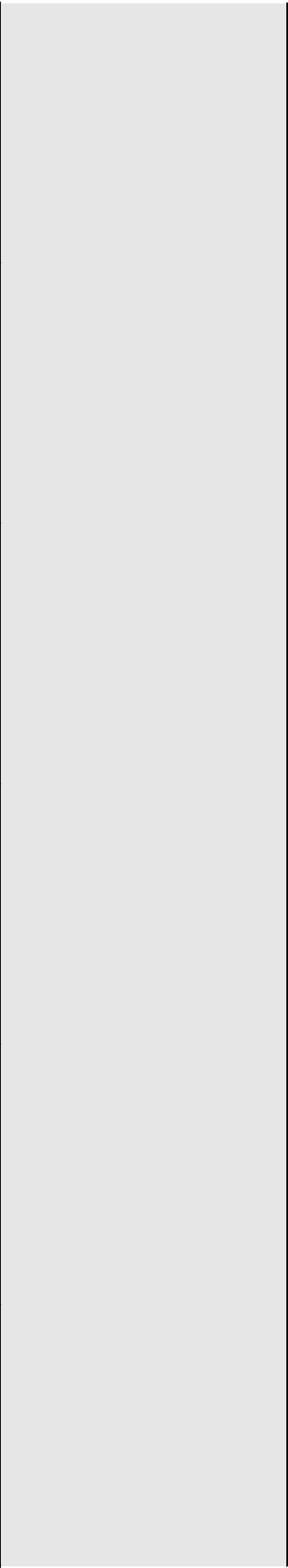
PLO 11		Teaching Methods	Assessment Methods
		Lecture /Tutorial	Online Test
		Project/ Lecture/Discussion	Presentation/ Assignment
√		Case Study /Lecture/Tutorial	Assignment/ Examination
C5			

I Skills, **C3C** = Communication Skills, **C3D** = Digital Skills,
= Entrepreneurial Skills, **C5** = Ethics & Professionalism

√

Learning and Teaching Activities**						Total SLT
Face-to-Face (F2F)					NF2F Independent Learning (Asynchronous)	
Online/ Technology-mediated (Synchronous)						
O	L	T	P	O		
		1			3	
		1			5	
					3	
		1			5	
					5	

					3
					3
					5
					5
					3
					3



		1			3	
		1			5	
					3	
SUB-TOTAL SLT:						88
ce-to-Face (F2F)		NF2F				
	Online/ Technology-mediated (Synchronous)	Independent Learning for Assessment (Asynchronous)				
	1.5	4				
	<800 words>	5				
		3				
		10				
SUB-TOTAL SLT:						24
ce-to-Face (F2F)		NF2F				

	Online/ Technology-mediated (Synchronous)	Independent Learning for Assessment (Asynchronous)	
		6	
SUB-TOTAL SLT:			8
SLT for Assessment:			32
GRAND TOTAL SLT:			120
% SLT for F2F Physical Component:			26.25
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			
% SLT for Online & Independent Learning Component:			73.75
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			
% SLT for All Practical Component:			0.00
<i>[% F2F Physical Practical + % F2F Online Practical]</i>			
% SLT for F2F Physical Practical Component			0.00
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			
% SLT for F2F Online Practical Component			0.00
<i>Physical + Total F2F Online + Total Independent Learning) x 100]</i>			

; 50% of Effective Learning Time (ELT)

name standards or any related standards can be exempted from complying to the minimum 80%

Management: An Asian Perspective , 7th Edition, Pearson, 2018 (Textbook)
Principles of Marketing , 16th Edition, Prentice Hall, 2016
Marketing, Thomson South-Western, 2016
Management, 16th Edition, Prentice Hall, 2014
Marketing, 8th Edition, 2014
A Framework for Marketing Management, Pearson, 2011
Marketing and Marketing: Creating a global Islamic Business, Wiley, 2010
Salidah Abu, Marketing Management, Oxford Revision Series, 2012
Marketing from An Islamic Perspective, Pearson, 2008.

Objectives (PEO):

The program educational

Objectives who are:

competent in accounting discipline in line with profession requirements.
Interpersonal skills and demonstrate good leadership quality in an organization.
Solves innovatively, creatively and ethically through ICT and scientific approach.
Develops entrepreneurship skills for career advancement and future education.

Program Learning Objectives (PLO):

Students should be able to:

Understand related theory in the field of accounting.
Solve accounting problems, providing solutions and creating new ideas to the management and accounting profession.
Apply accounting concepts relevant to the accounting field and profession.
Develop work skills in the accounting profession.
Communicate effectively in the accounting profession.
Contribute to the accounting profession.
Demonstrate understanding of basic accounting principles and techniques applicable to accounting profession.
Exercise autonomy and responsibility in the accounting profession.
Develop skills for career development or education advancement.
Apply skills in key areas of the accounting profession.

Curriculum design.

Verified by:

IRDAUS MUHAMMAD SABRI)

(DR SUHAILA NADZRI)

Head, Department of Economic & Management
DATE: 01 July 2022

MBBC 2023
CLO addressing LO

CLO		Verb	Condition	Standard	Learning	Bloom's	Teaching &	Assessment
CLO1	Identify core concepts of marketing	Identify	core concepts of	in business and society	LO1	C1	Lecture	Online
CLO2	Propose marketing strategies based on product, price, place, and promotion objectives. (A3, PLO4)	Propose	marketing strategies	based on product, price, place, and promotion objectives.	LO4	A3	Project/ Lecture/ Discussion	Presentation / Assignment
CLO3	Relate marketing communications	Relate	marketing communications	in analysing company's promotional strategies	LO11	A4	Case Study	Assignment /

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ASSESSMENT

			F2F				F2F							
CLO		TLA	PHYSICAL	ONLINE	NF2F (IL)	TOTAL	ASSESMENT STRATEGY	PHYSICAL	ONLINE	NF2F (IL)	TOTAL	SLT	TOTAL PERCENTAGE	PERCENTAGE OF ASSESSMENT
CLO1	Identify core concepts of marketing and the role of marketing in business and society.(C1, PLO1)	LECTURE (L)	6		12	18	Online Test (1hr)		1.5	4	5.5	31.5	26%	Online Test - 20%
		TUTORIAL (T)	2	2	4	8								
		PRACTICAL (P)												
		OTHERS (O)												
			8	2	16	26		0	1.5	4	5.5			
CLO2	Propose marketing strategies based on product, price, place, and promotion objectives. (A3, PLO4)	LECTURE (L)	9		18	27	Assignment 2	<2000 words>		10	10	52.5	44%	Assignment 2 - 20% Presentation - 10%
		TUTORIAL (T)	5	1	6	12								
		PRACTICAL (P)					Presentation	0.5		3	3.5			
		OTHERS (O)												
			14	1	24	39		0.5	0	13	13.5			
CLO3	Relate marketing communications plan with Islamic values in analysing company's promotional strategies.(A4, PLO11)	LECTURE (L)	5		10	15	Assignment 1		<800 words>	5	5	36.0	30%	Assignment 1 - 10% Final Examination - 40%
		TUTORIAL (T)	2	2	4	8								
		PRACTICAL (P)					Final examination	2		6	8			
		OTHERS (O)												
			2	2	14	23		2	0	11	13			
		tal Learning Time (TLT)	24	5	54	88	Total Assesment Time (TAT)	2.5	1.5	28	32	100%		
		Total SLT	120				Credit	3						

ENTAKSIRA	CLO1	9.5
	CLO2	14.2
	CLO3	8.4

[illegible]

