

DIPLOMA IN MARKETING MANAGEMENT

MODULE OUTLINE



MM101 Business Marketing

Module objectives

The aim of this course is to equip students with a good knowledge of the principles and practice of modern marketing. It teaches a wide range of modern marketing related topics including marketing orientation, marketing environment, market segmentation, targeting and positioning, the marketing mix, and the role of marketing in society and its challenges. Student would be encouraged to generate interest and enthusiasm with a view to embark on a marketing career.

Learning outcomes

Students will acquire a general understanding of the marketing concepts, principles and its application to business and management. At the end of the course, you are expected to

- 1) Understand the role and implications of marketing in business and society.
- 2) Be aware of the marketing planning process.
- 3) Appreciates marketing research concepts and the importance of marketing information.
- 4) Analyse factors of the marketing environment.
- 5) Explain the factors that affect customer buying decisions.
- 6) Appreciate and apply the individual elements of the marketing mix to the marketing activities of organizations.
- 7) Discuss the increasing challenges facing marketers.

Outline syllabus

- 1) The Marketing concept
- 2) Marketing environment
- 3) Marketing research and information
- 4) Consumer behaviour and analysis
- 5) Market segmentation
- 6) The marketing mix
- 7) Product planning, branding, packaging and development
- 8) Pricing
- 9) Distribution
- 10) Marketing communications
- 11) Marketing and society

Pedagogy

Each lesson comprises lectures, tutorial discussions, exercises, and mini case studies.

You should prepare each lesson by reading the relevant chapters of the textbooks before coming to class. You are also expected to supplement your learning with further research of academic journal articles and books, especially on assigned readings or topics related to the assignments, and visiting the recommended website regularly. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

MM102 Business Statistics

Module objectives

This module provides students majoring in marketing and sales with an introduction to concepts, methods, and applications of descriptive and inferential statistics. The objectives are to help students to understand various business situations in which a range of statistical techniques are applicable, to develop skills in presenting, summarising and processing sample data, making basic statistical inferences and arriving at appropriate business decisions.

Learning outcomes

Students should be able to:

- 1) Understand the nature of business problems that can be solved using statistical methods.
- 2) Gain relevant statistical techniques and concept of probability applicable to the solution of business problems.
- 3) Acquire understanding in various data collection methods, analysis and representation.
- 4) Produce visual display with the data collected into graphical presentation like graphs, charts and tables in the report.
- 5) Understand the concepts of sampling and statistical estimation.
- 6) Use statistical inference techniques for decision support.
- 7) Interpret the results from statistical packages and incorporate them in the support of decision making.

Outline syllabus

- 1) Statistical concepts and data types
- 2) Numerical descriptive techniques

- 3) Graphical descriptive techniques
- 4) Data collection and sampling
- 5) Probability
- 6) Discrete and continuous probability distributions
- 7) Sampling distributions
- 8) Estimation
- 9) Hypothesis testing
- 10) Inference about a population
- 11) Inference about comparing two populations
- 12) Chi-squared tests
- 13) Analysis of variance
- 14) Simple linear and multiple regressions

Pedagogy

Each lesson comprises a combination of lectures, tutorial discussions, computer exercises and applications.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Tutorial Exercises	10%
2	Individual Assignment	10%
3	Mid Semester Test	20%
4	Written Examination (Restricted Open Book)	60%
	Total	100%

MM103 Sales Management

Module objectives

This module aims to provide a comprehensive coverage of contemporary sales management and its process. The topics covered will range from understanding the sales function which is the primary source for generating revenue for most organisations, to appreciating the various perspectives of a sales management decision maker.

This course will balance the practical and academic dimensions. It is achieved through designing a course content that consists of introducing fundamental concepts, identifying critical decision areas and presenting analytical approaches for improved sales management decision making. This module also provides opportunity for candidate to develop the necessary qualities and skills required to become an effective sales manager.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the role of the sales management process in a business environment.
- 2) Understand the personal selling function, and different sales roles.
- 3) Define the strategic role of the sales function.
- 4) Understand the importance of the recruitment and selection process to the well being of the organisation.
- 5) Understand motivation and compensation as it applies to the sales force.
- 6) Determine sales force effectiveness and performance.
- 7) Understand value creation in a buyer seller relationship.

Outline syllabus

- 1) Introduction to sales management
- 2) The process of selling and buying
- 3) Sales role in the era of customer relationship management
- 4) Sales force organisation
- 5) Sales forecasting and budgeting
- 6) The strategic role of information in sales management
- 7) Sales force recruitment and selection
- 8) Sales training programme: Objectives, techniques and evaluation
- 9) Motivating the sales force
- 10) Sales force compensation and incentives
- 11) Controlling and evaluating sales force performance

Pedagogy

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give student opportunities to present and reflect in class their learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	10%
2	Tutorial Exercises	10%
3	Group Project	20%
4	Final Examination	60%
	Total	100%

MM104 Management Accounting

Module objectives

This course introduces participants to the elements of management accounting concepts and examines related analytical methodologies. It aims to help participants develop a solid understanding of costs and cost behaviour and to apply their knowledge cost behaviour and costs information for effective planning and control decisions.

Learning outcomes

At the end of this module, students should be able to:

- 1) Appreciate the function of accounting and its relation to the real business world.
- 2) Record accounting transactions and prepare financial reports.
- 3) Analyse and extract useful information from financial reports for decision making.
- 4) Understand how financial accounting and management accounting concepts are applied to business practice.
- 5) Understand how business transactions affect the financial statements.
- 6) Appreciate the complete the accounting cycle.
- 7) Demonstrate knowledge and understanding of the use of different financial and managerial control techniques to improve management effectiveness and efficiency.
- 8) Understand contemporary management accounting practices and apply techniques to solve business problems.
- 9) Understand various costing systems and the role of cost in decision-making.
- 10) Use accounting information for evaluating, planning, controlling and decision making situations.

Outline syllabus

- 1) Basic accounting concepts and the business environment
- 2) Sole proprietorship, partnerships and corporations
- 3) Business transactions and the adjusting process
- 4) Completing the accounting cycle
- 5) Understanding financial statements
- 6) Merchandising operations and inventory
- 7) Cost-volume-profit analysis
- 8) Cost allocation and overhead application
- 9) Job costing and process costing systems
- 10) Activity-based costing
- 11) Master budget
- 12) Flexible budgets and standard costs
- 13) The management control and responsibility accounting
- 14) Relevant information and decision-making

Pedagogy

Students should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. Students are also expected to supplement their learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give student opportunities to present and reflect in class their learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Individual Assignment	10%
2	Mid Semester Test	20%
3	Final Examination	70%
	Total	100%

MM105 Financial Management

Module objectives

The aim of this course is to provide participants with the theory and the practice they need to apply the knowledge they gained in real business setting. These topics will be covered: the environment of financial management, valuation of stocks and bonds, investment decisions, cost of capital, capital structure, dividend policy and management of working capitals. Participants will learn and develop good financial decision making skills.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the finance function within corporations as applied to the operating, financing and investing decisions.
- 2) Appreciate the nature and role of financial markets and institutions within the broader context of the economic system.
- 3) Understand of the valuation of financial assets, including bonds and stocks.
- 4) Appreciation of the role and nature of risk and return concepts including risk diversification.
- 5) Evaluate long term investment assets using capital budgeting techniques.
- 6) Assess a firm's capital structure and cost of capital.
- 7) Analyse the impact of leverage to a firm.
- 8) Analyse working capital and manage short term financing.
- 9) Develop sound analytical and problem solving skills in financial management.

Outline syllabus

- 1) The scope and environment of financial management
- 2) Valuation of financial assets
- 3) Investment in long-term assets
- 4) Capital structure and dividend policy
- 5) Working-capital management

Pedagogy

Each lesson comprises a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings regularly. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Individual Assignment	15%
2	Mid Semester Test	15%
3	Written Examination	70%
	Total	100%

MM106 Economics for Marketing

Module objectives

This module will help students to learn economic principles, concepts and necessary frameworks applicable in the micro and macro economic environment.

Key economic issues will be discussed, for instance, understanding and applications demand and supply, elasticity, production cost and analysis, market structure, gross domestic product, economic growth, unemployment and inflation, monetary and fiscal policies.

Students are expected to read and interpret economic and business news in the media: newspapers, business news and financial press, and evaluate economic policies of the government and the impact that changes in policies and in the economic environment have on individuals, households, firms and economies.

Learning outcomes

The student should be able to:

- 1) Understand key economic terms, principles and ways of thinking in a market economy.
- 2) Identify and explain the market forces of demand and supply.
- 3) Understand the concepts of elasticity and its application.
- 4) Discuss public sector economics issues: externalities and public goods.
- 5) Evaluate production cost and analysis.
- 6) Describe the characteristics of market structures: perfect competition, monopoly, oligopoly and monopolistic competition, and firms' pricing and output decisions.
- 7) Describe the macroeconomic economic environment and the measurement of a nation's income.

- 8) Identify and discuss factors contributing to economic growth.
- 9) Appreciate the concepts of unemployment and inflation.
- 10) Identify and discuss the determinants of aggregate demand and aggregate supply.
- 11) Discuss the influence of monetary and fiscal policy on aggregate demand.
- 12) Evaluate macroeconomic policies of the government and the impact on individuals, households and firms.
- 13) Understand interdependence and the gains from trade.

Outline syllabus

- 1) Fundamental economics principles and concepts
- 2) The market forces of supply and demand
- 3) Elasticity and its application
- 4) Applications of supply and demand, government policies
- 5) Market failure: externalities and public goods
- 6) The costs of production
- 7) Firms in competitive markets
- 8) Monopoly, oligopoly and monopolistic competition
- 9) Macroeconomics: measuring a nation's Income
- 10) Measuring the cost of living
- 11) Business cycles and economic growth
- 12) Saving, investment, and the financial system

- 13) Unemployment and its natural rate
- 14) The monetary system, money growth and inflation
- 15) Aggregate demand and aggregate supply
- 16) Macroeconomic policy: monetary and fiscal policies on aggregate demand
- 17) International trade and economics

Pedagogy

Each lesson comprises a combination of lectures and tutorial discussions.

You should prepare each lesson by reading up relevant materials or chapters of the textbooks before coming to class. You are also expected to supplement your learning by working on additional exercises and problems. It is essential to take lecture notes and to summarise readings over the course of the semester. The tutorial participation will give you opportunities to present and reflect in class your learning outcome from the various topics.

Assessment

No.	Assessment Activity	Percentage (%)
1	Tutorial Exercises	15%
2	Mid Semester Test	15%
3	Individual Assignment	10%
4	Written Examination	60%
	Total	100%