



Course Category	Business			
Course Title	Marketing Campaign Planning			
Course Code	BS107			
Medium of Instruction	Chinese			
Duration	30.0 hour(s)			
Course Fee	Macao Resident: MOP2,680 Non-Macao Resident: MOP2,680			
Certificate	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.			
	Course Code	Sub Code	Course Start Date	Course End Date
	BS107	2401	2024/02/19	2024/03/20
Objective	Upon completion of the course, students will be able to <ul style="list-style-type: none"><li>• explain the importance of marketing campaign to business success</li><li>• expound the key elements of marketing campaign planning</li><li>• identify different types of marketing campaign</li><li>• list the management tools for evaluating marketing campaigns</li></ul>			
Outline	<ul style="list-style-type: none"><li>• Functions and importance of marketing campaign</li><li>• Types of marketing campaign</li><li>• Components of a marketing campaign</li><li>• Marketing campaign planning process</li><li>• Marketing planning &amp; campaign management tools</li></ul>			
Teacher	Please refer to the schedule			