



Course Category	Business			
Course Title	Contemporary Marketing			
Course Code	BS111			
Medium of Instruction	Chinese			
Duration	45.0 hour(s)			
Course Fee	Macao Resident: MOP3,960 Non-Macao Resident: MOP3,960			
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
	BS111	2401	2024/01/03	2024/02/28
Objective	Upon completion of the course, students will be able to: <ul style="list-style-type: none">• conduct market analysis with SWOT and STEEPLE• explain technical terms related to marketing and their applications• identify the essential components of the marketing mix and their characteristics• explain the difference between contemporary marketing and traditional marketing• identify the steps in developing a marketing plan			
Outline	<ul style="list-style-type: none">• Introduction to contemporary marketing, challenges and opportunities• Analysis of the market environment• Target markets and target audience• Market orientation• Contemporary marketing mix• Steps in developing a marketing plan• Marketing cases			
Teacher	Please refer to the schedule			