



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.								
	<table border="1"><thead><tr><th>Course Code</th><th>Sub Code</th><th>Course Start Date</th><th>Course End Date</th></tr></thead><tbody><tr><td>BS111</td><td>2401</td><td>2024/01/03</td><td>2024/02/28</td></tr></tbody></table>	Course Code	Sub Code	Course Start Date	Course End Date	BS111	2401	2024/01/03	2024/02/28
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								