

Preparatory Course in Marketing*

The Preparatory Course comprises the following modules:

INTRODUCTION TO MARKETING

This module provides a basic understanding on how the use of the marketing approach and the marketing mix may reach customer and sustain competitive advantage in a range of situations and organisations. It provides the foundation for more advanced modules in marketing management by covering a wide range of topics including the marketing environment, social responsibility, consumer behaviour, the marketing process and strategic marketing.

INTRODUCTION TO MARKETING ETHICS AND SUSTAINABLE MARKETING

This module will provide students with a holistic and international perspectives on the ethical challenges faced by marketers and their responses to the challenges. The topics covered include ethical issues in marketing relationships, new media and consumption. The module also discuss the controversial marketing of harmful products, marketing to vulnerable consumers e.g. children, impact of tourism on the local community, and legislative frameworks on ethics.