



COMMERCE DEPARTMENT

CDIO : INTEGRATED LEARNING EXPERIENCE FOR DIPLOMA IN MARKETING

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SEMESTER 5

DPM 6033 — MARKETING PLAN

DAMAI SARI BINTI MOHD NAWI

+6.5% **CDIO:**

INTEGRATED LEARNING EXPERIENCE FOR DIPLOMA IN MARKETING



CTMX	0.45	▲	+0.45%
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21%
AAPL	+2.59	▲	+2.59%
PRTG	-0.01	▼	-0.01%
AMZN	-0.01	▼	-0.01%
TSLA	-0.01	▼	-0.01%
AVGO	0.67	▲	+0.67%
SIRI	-0.65	▼	-0.65%

ACKNOWLEDGEMENT

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TSLA	-0.01	▼	-0.1%
AVGO	-0.01	▼	-0.1%
SIRI	-0.65	▼	-0.65%

+6.5%

Trends



78%

Shares

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AMZN	-0.01	▼	-0.01%
TSLA	-0.01	▼	-0.01%
AVGO	-0.01	▼	-0.01%
SIRI	-0.65	▼	-0.65%

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FOREWORD

Alhamdulillah... First and foremost, we bow before Allah in deep gratefulness that His limitless wisdom and mercy granted us enough strength to complete this book. We express thanks from the bottom of our heart to the Holy Prophet Muhammad (May Allah blesses and peace be upon him) forever a torch of guidance and knowledge for humanity as a whole.

This book is developed as a manual and guideline for both lecturers and students who involved in teaching and learning for integrated courses of **DPM6033 MARKETING PLAN**. The guideline would develop an understanding upon projects that will be conducted for the whole semester. It is also acts as guidelines and manual in producing good and creative plan and strategies in every marketing plan project which consists of the proposal, analysis, prototype, the submission requirements and relevant references. This book also acts as a guideline for lecturers and students in understanding the suitable marking scheme that should be given during the project session and presentation session. Furthermore, rubric of assessment (marking scheme) is explained to guide the process of assessment and develop better understanding upon the syllabus requirements. Most important, this booklet encourages both lecturers and students to stimulate their creativity and critical thinking to integrate all of the marketing concepts and strategies required. At the end, students will be able to write and develop an effective marketing plan by figuring out the best strategies to accomplish organizational goals. Hopefully, this book will give benefits not only to students but also the lecturers involved

INTEGRATED LEARNING EXPERIENCE

Overall Goal or purpose

Integrated learning experiences that lead to the acquisition of disciplinary knowledge, as well as personal and interpersonal skills, and product, process, system, and service building skills. In Integrated Learning Experience, we integrate 4 department in one project. We called it interdepartmental and interdisciplinary project of the Diploma in Marketing using DPM 6033 Marketing Plan as platform. The project has integrated learning outcomes which infuses the CDIO skill sets of the 21st century skills.

Skills Development

- Construct a marketing proposal and marketing plan document on marketing effort to introduce a new product or service to market. (*Design Skill*)
- Construct a basic product prototype and develop an effective marketing plan with a given standard format. (*Design Skill*)
- Practice leadership capabilities, team communication and business decision making while completing the marketing plan and presenting the report. (*Communication Skill*)

Project Criteria

This project are combined different department. By Identify one previous Final Year Project produced by students from either Mechanical Engineering Department, Electrical Engineering Department or Civil Engineering Department. The Final Year Project which can be in the form of a product or a service. The criteria of product or service to be chosen are as high impact and can be executed, sustainable development goals and marketability. Students Commerce Department will construct basic product prototype and develop an effective marketing plan based on selected FYP from engineering department.

INTEGRATED LEARNING EXPERIENCE

Integration

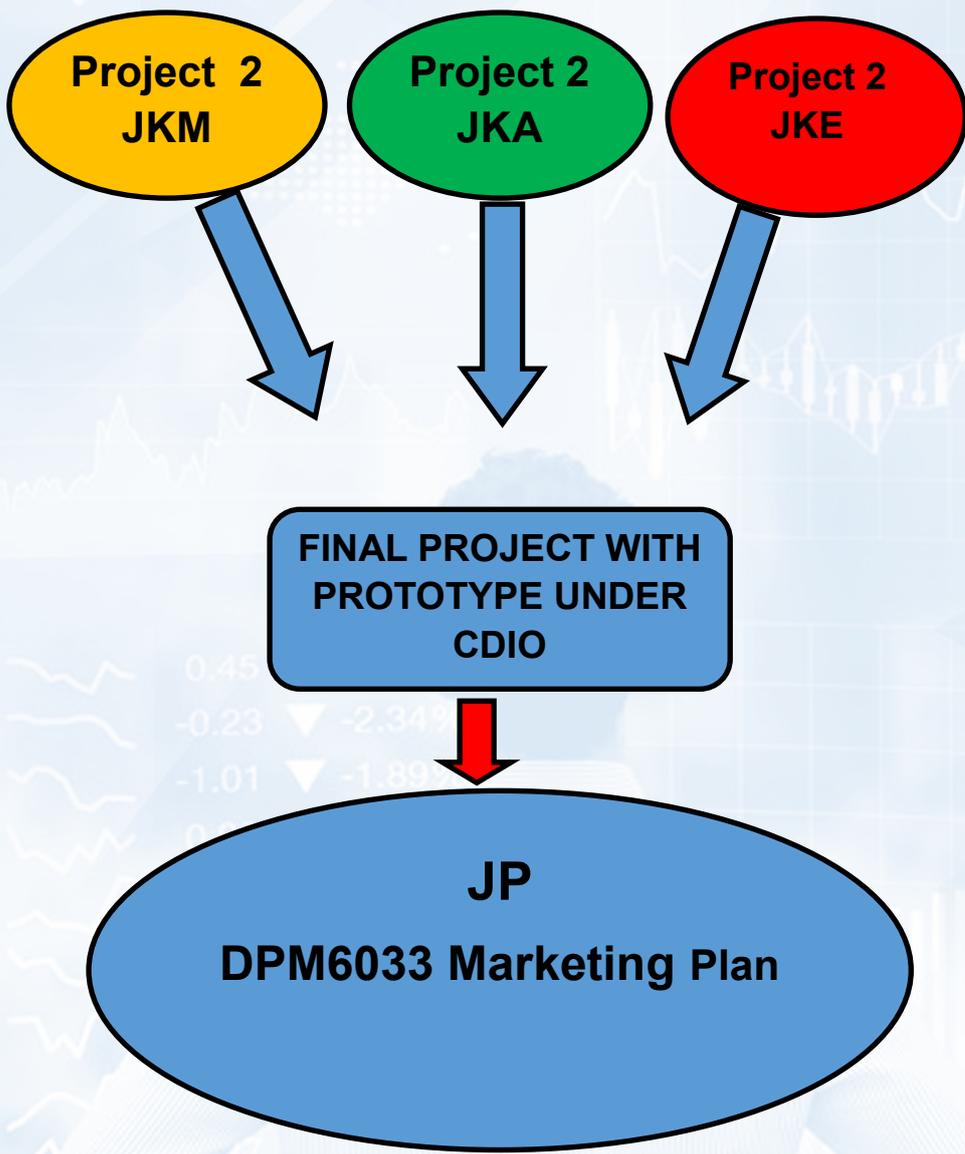
In Integrated Learning Experience , we integrate 4 department in one project. We called it interdepartmental and interdisciplinary project of the Diploma in Marketing using DPM 6033 Marketing Plan as platform. DPM 6033 Marketing Plan offered for semester 5 students Diploma in Marketing as Final Year Project. Continuity of CDIO Program from Engineering Department is carry by Marketing Plan in ensure final year project or product created by engineers can be marketable in the market or acceptable by the consumer or community. There are various types of projects you can consider such as innovation, invention, improvement, but it must be in the predetermined field. The project must cover marketing mix strategies product, price, place and promotion. The project must integrate at least three aspects of the following:

- DPM3033 Consumer Behavior
- DPM6013 Services Marketing
- DPM3032 Retailing
- DPM6043 Global Marketing
- DPM6053 Business Marketing
- DPM40093 Integrated Marketing Communication
- Marketing Management

Project Description

This project is primary design project for the course and spans approximately 6 months equal to one semester. Two hours lectures are dedicated to the projects and another 2 hours are labs/field or discussion practical.

COURSE MAPPING



CTMX	0.45	
FTR	-0.23	▼ -2.34%
CSCO	-1.01	▼ -1.89%
CHK	0.00	
AAPL	0.00	
PRTG	0.00	
AMZN	0.00	
TSLA	0.00	
AVGO	0.00	
SIRI	-0.65	

78%
Shares

COURSE MAPPING

FINAL PROJECT JKM

FINAL PROJECT JKA

FINAL PROJECT JKE



WEEK	ACTIVITIES	CDIO
W1 & W2	<ul style="list-style-type: none"> DPM6033 Marketing Plan Coordinator Briefing Dividing of groups Selection of project from Final Year Project JKM,JKE or JKA Notes of Guidance (NoG) Announce name of Supervisor 	Brainstorming
W3 & W4	<p>INTRODUCTION TO MARKETING PLAN</p> <p>Purpose of marketing proposal and plan</p> <p>Format of a marketing plan</p> <p>Audiences of a marketing plan</p>	<p>CONCEIVE</p> <p>Customer needs</p> <p>Business plan</p>
W5	<p>EXECUTIVE SUMMARY</p> <p>Main objectives and key aspects of the marketing effort</p> <p>BUSINESS OVERVIEW</p> <p>Company overview</p> <p>Explain the business reasons for creating the new product or services</p>	<p>CONCEIVE</p> <p>Business Plan</p>
W6	<p>SITUATIONAL ANALYSIS</p> <p>Conduct a situation analysis</p> <p>Develop SWOT analysis</p> <p>Sales Forecast -1.89%</p> <p>Marketing Research (Collect Data)</p>	<p>CONCEIVE</p> <p>Customer Needs</p> <p>Research & collect Data</p> <p>create persona</p>
W7 & W8	<p>MARKETING STRATEGIES</p> <p>Product Strategy</p> <p>Pricing Strategy</p> <p>Distribution Strategy</p> <p>IMC Strategy</p>	<p>DESIGN</p> <p>Plan and construct suitable strategy to match customer needs</p>
W9	<p>BUDGET</p> <p>Compute Marketing programs costs</p>	
W10 To W12	<p>PRODUCT PROTOTYPE</p> <p>Product prototype</p> <p>Product match target market</p>	<p>IMPLEMENT</p> <p>Testing and prototyping</p>
W13 To W15	<p>Preparation For Presentation</p> <p>Slide powerpoint, Video of product</p> <p>Prototype</p> <p>Full marketing plan report, Marketing tools</p>	<p>OPERATE</p> <p>Presentation</p> <p>Critics and comment to improvement</p>

NOTES OF GUIDANCE



CTMX		0.45	▲
FTR		-0.23	▼
CSCO		-1.01	▼
CHK		0.02	▲
AAPL		+2.58	▲
PRTG		-0.15	▼
AMZN		-0.12	▼



SEMESTER 5

DPM6033 MARKETING PLAN

**COMMERCE DEPARTMENT
DPM 6033 MARKETING PLAN**

Notes of Guidance

Credits hour: 3

SYNOPSIS

MARKETING PLAN is a course that provides students with an opportunity to gain knowledge on how to market a new product or services. Students will be able to integrate all of the marketing concepts and strategies acquired. At the end of this course, students will be able to write and develop an effective marketing plan by figuring out the best suited strategies to accomplish organizational goals.

1.0 COURSE LEARNING OUTCOMES (CLO):

- **Construct a marketing proposal and marketing plan document on marketing effort to introduce a new product or service to market. (P4) PLO2**
- **Construct a basic product prototype and develop an effective marketing plan with a given standard format. (P5) PLO6**
- **Demonstrate leadership capabilities, team communication and business decision making while completing the marketing plan and presenting the report. (C3, A5) PLO1 PLO9**

2.0 ASSESSMENT REQUIREMENTS:

To meet the course requirements, you will need to perform the following assessments:

- **Attendance/ Logbook (groups)** **15%**
The logbook must present every time
- **Proposal** **15%**
Submitted early stage to supervisor . Must be comb bind ring.
- **Product Prototype (tangible or intangible product)** **20%**
Product prototype /model can be simple model, 3D print out
- **Final Report/Marketing Plan (group)** **35%**
Must be a hardbound bind. A copy in CD/CIDOS
- **Presentation (groups and individually)** **15%**
A formal presentation session will be held and evaluated

3.0 INSTRUCTIONS

A. Grouping

Students are required to work in a group of not more than 5 members to complete the assignments. (allowed more in certain case)

B. Project Criteria:

Identify one previous Final Year Project produced by students from either Mechanical Engineering Department, Electrical Engineering Department or Civil Engineering Department. The Final Year Project which can be in the form of a product or a service. The criteria of product or service to be chosen are as follows:

1 High Impact and can be executed:

IR 4.0 (replacement of people to machine), Practicality /user friendly, Sustainability (Present needs and Future needs), Green (3R), Collaboration effective with industry and Integrated Curriculum.

2. Cost:

Maximum cost allowed for the project is RM1000.00 only.

If the cost of the project more than RM1000.00, the supervisor need to help to get a sponsor or sources from industry or community.

3. Sustainable Development Goal (SDG):

The innovation / product / research are recommended to fulfill the Sustainable Development Goal (SDG) design by United Nation (UN) such as:

- ◇ **Clean Water and Sanitation**
- ◇ **Affordable and Clean Energy**
- ◇ **Industry, Innovation, and Infrastructure**
- ◇ **Sustainable Cities and Communities**

4. Marketability:

The product / service should be applicable to your polytechnic, community or industry thus ensuring its marketability

There must have the value of marketable.

C. Attendance

All students must attend every class and discussion session as scheduled. Groups must attend both class with lecturer and meet for discussion with supervisor. Attendance and commitment will be evaluated at end of project as 15%

D. Marketing Proposal

After choosing a viable product or service, your group must produce a marketing proposal on to how to market this new product or service. The marketing proposal must be submitted to your supervisor during Week One and the following items must be included:

- i. Project title**
- ii. Introduction**
- iii. Product benefits- analysis and refinement**
- iv. SWOT Analysis**
- v. Market Analysis – Target Market Analysis and Identification**
- vi. Marketing Objective, Market Segmentation, Targeting, Positioning**
- vii. Marketing Strategies**
- viii. Sketch of Product Prototype**

E. Marketing Plan:

Once your marketing proposal is accepted, you can prepare a marketing plan. Refer to **Guideline For Writing A Marketing Plan Document**. The marketing plan must include the following:

- i. Introduction**
- ii. Executive Summary**
- iii. Business Overview**
- iv. Situation Analysis**
- v. Marketing Strategies**
- vi. Product Development**
- vii. Budget**
- viii. Conclusions**

There are various types of projects you can consider such as innovation, invention, improvement, but it must be in the predetermined field. The project must cover marketing mix strategies product, price, place and promotion. The project must cover at least three aspects of the following:

- i. Consumer Behavior**
- ii. Services Marketing**
- iii. Retailing**
- iv. Marketing Management**
- v. Global Marketing**
- vi. Business Marketing**
- vii. Integrated Marketing Communication**

F. Presentation:

- i. Presentation will be held once the marketing plan is completed.**
- ii. The final presentation focuses on all chapter until conclusion.**
- iii. Usage of multimedia is expected**
- iv. Demonstrate good communication with excellent presentation skill**
- v. Demonstrate the function of the product or service prototype is required**
- vi. Explain the objectives, plans, and steps, in conducting the marketing plan and project.**
- vii. Refer to Presentation Evaluation Form to help you prepare for the presentation.**
- viii. Time allocated for each presentation shall not exceed 30 minutes including 5 minutes questions and answer session.**
- ix. The final presentation will be judged by industrial partners and academicians.**
- x. Presentation will be done as group but marks will be given individually and groups.**

G. Log Book:

- i. The logbook must be written every week and approved by the supervisor.**
- ii. The logbook is carried by group.**
- iii. Detail of activities, plans, data, progress, reference and discussion should be noted in logbook.**

H. Product Prototype:

- i. Construct a basic prototype with a given standard format or ideas.**
- ii. A prototype is a presentation of a product idea, whether it is a simple model, digital prototype, a 3D print out or highly refined version of production (scale model).**
- iii. Prototype must suggest solutions to solve problems, fit the customer's needs, has market potential and functions well.**
- iv. Prototype must demonstrate and match target market needs, target market distributions channel and communications.**
- v. Prototype must be presented during marketing plan presentation.**
- vi. Refer to Prototype Evaluation Form to help you prepare for the prototype presentation.**
- vii. The final prototype will be judged by industrial partners**
- viii. Presentation of prototype will be done as group and marks will be given by groups.**

I. Final Report/Marketing Plan:

Prepare and develop a complete marketing plan consist of ,

- i. Table of content**
- ii. Introduction**
- iii. Executive Summary**
- iv. Chapter 1 – Introduction**
- v. Chapter 2 – Situational Analysis**
- vi. Chapter 3 – Marketing Strategies**
- vii. Chapter 4 – Promotional Budget**
- viii. Chapter 5 - Schedules**
- ix. Chapter 6 – Conclusions**
- x. References**
- xi. Appendixes**

Adopt the values of learning and continuing searching for advanced information related to the research topic to complete the report writing. Must be submitted by Week 14 in a group. Final report/ marketing plan minimum pages are 50 pages.

The report should outline the topic refer to the '*Buku Panduan Projek Pelajar (Program Diploma) 2016*'.

All the research / innovation / product are properties of Politeknik Port Dickson.

J. References:

- i. You must include at least 15 references from books, journal, thesis and papers.**
- ii. They must be less than five years old**
- iii. All of references must be cited in the report writing using A.P.A format.**

K. Platform:

- i. Use CIDOS as the main platform to share information and documents.**
- ii. Other platforms such as email, what's app group and more are welcome to use in communication between all parties.**

L. Project Diversity / Plagiarism:

- i. In the interest of diversity in projects, we should try to avoid duplicating projects.**
- ii. The projects with the same title will be advised to change**

4.0 GUIDELINE FOR LECTURER AND SUPERVISOR

A. Course lecturer or coordinator:

- i. Form small groups consisting of 5 students and display their names and that of their supervisor.**
- ii. Prepare marketing work plan and distribute to the supervisors and students.**
- iii. Appoint project supervisors and brief them accordingly.**
- iv. Act as a coordinator for students, supervisor and assessor.**
- v. Responsible in submitting final project marks to the examination unit.**

B. Supervisor

Supervisors not only provide guidance, instruction and encouragement in the project activities of their students, but also take part in the evaluation and examination of their students' progress, performance and navigation through the requirements of their academic program with the goal to ensure that their students are successful.

- i. Responsible for guiding and advising students to complete their marketing plan.**
- ii. Evaluate the submitted marketing proposal and give permission to the selected project to proceed.**
- iii. Follow through and evaluate marketing plan development from time to time evaluate the marketing plan draft.**
- iv. Evaluate the submitted final marketing plan report**

C. Assessor

- i. Evaluate the marketing plan presentation and prototype.**
- ii. Act as a second reader for the grading of final marketing plan report.**

COURSE OUTLINE



SEMESTER 5

DPM 6033 MARKETING PLAN

JABATAN/ DEPARTMENT OF COMMERCE
RANGKA KURSUS/ COURSE OUTLINE

78%

Start

1.	NAME OF COURSE	MARKETING PLAN		
	COURSE CODE	DPM 6033		
2.	SYNOPSIS	MARKETING PLAN is a course that provides students with an opportunity to gain knowledge on how to market a new product or services. Students will be able to integrate all marketing concepts and strategies acquired. At the end of this course, students will be able to write and develop an effective marketing plan of marketing strategies.		
3.	CREDIT VALUE	3		
4.	PREREQUISITE/ CO-REQUISITE (IF ANY)	None		
5.	COURSE LEARNING OUTCOMES (CLO): Upon completion of this course, students should be able to:			
	CLO1	Construct a marketing proposal and marketing plan document on marketing effort to introduce a new product or service to market. (P4)		
	CLO2	Construct a basic product prototype and develop an effective marketing plan with a given standard format. (P5)		
	CLO3	Practice leadership capabilities, team communication and business decision making while completing the marketing plan and presenting the report. (C3, A5)		
6.	PROGRAMME LEARNING OUTCOMES (PLO):			
	PLO 2 : Demonstrate comprehensive technical expertise in marketing disciplines			
	PLO6 : Demonstrate the ability of being a responsible individual either as a leader or a member of a team by using social skills in delivering messages, thoughts and feelings with others			
6.	ASSESSMENT METHOD: The course assessment consists of:			
	i. Continuous Assessment (CA) – 100%			
	ii. Final Examination (FE) – NONE			
		Assessment	Quantity	Percentage (%)
		Attendance	1	15
		Marketing Proposal	1	15
		Presentation	1	15
		Product Prototype	1	20
	Marketing Plan	1	35	
	Total	5	100	

TEACHING SCHEDULE:				
Topic No.	Topic/Content	Recommended Contact Hours	Assessment Method	Week
7.	1.0 Introduction Marketing Plan Meaning, purposes and audiences of marketing proposal and marketing plan and some writing guidelines and common format in preparing an effective marketing plan	4 hours Lecture 4 hours Practical		W2 W3
	2.0 Executive Summary Highlights the main objectives and key aspects of the marketing effort.	2 hours Lecture 2 hours Practical		W4
	3.0 Business Overview Business Mission, Marketing Objective and reasons for creating the new products or services	2 hours Lecture 2 hours Practical	Marketing Proposal	W5
	4.0 Situation Analysis Market Trends, Target Markets and Product, Market Size, Market Share, SWOT Analysis and Sales Forecast	6 hours Lecture 6 hours Practical		W6 W7 W8
	5.0 Marketing Strategies Marketing strategies; Products, Price, Promotion and Place as well as Gantt Chart	8 hours Lecture 8 hours Practical		W9 W11 W12 W13
	6.0 Budget Budgeting of marketing programs and cost for the year.	6 hours Lecture 6 hours Practical	Presentation Prototype	W14 W15
	7.0 Conclusion Goals, Risks and Monitoring Operations.	2 hours Lecture 2 hours Practical	Marketing Plan Report Attendance	W15 W16
8.	REFERENCES Main : <i>Luther, William M. (2011), The Marketing Plan: How to Prepare and Implement It (4th ed.) Amazon.com (ISBN-13: 978-0814416938)</i> Additional : Mc Donald, Malcom and Wilson Hugh (2011). Marketing Plans: How to Prepare Them, How to Use Them (7th ed) John Wiley & Sons Ltd. (ISBN-13: 97804706699760) O.C. Ferrell and Michael Hartline (2012). Marketing Strategy: Text and Cases (6th ed.) South-Western College Pub. (ISBN-13: 978-128507304) Wood, Marian Burk (2010), Essential Guide to Marketing Planning (2nd ed.). Prentice Hall (ISBN-13: 9780273725763)			

RUBRICS

—			✓
—		✓	
—		✓	
—	✓		

SEMESTER 5

DPM 6033 MARKETING PLAN

Marketing Plan Attendance Form

RESTRICTED

DPM6033 Marketing Plan

APPENDIX 5A
DEPARTMENT OF COMMERCE
MARKETING PLAN ATTENDANCE FORM
(This form carries 15% out of total marks)

TITLE : _____

NO	STUDENT ID	NAME	DATE OF PROGRESS												TOTAL ATTENDANCE	TOTAL MARKS (15 %)
1																
2																
3																
4																
5																

Presentation Evaluation Form

RESTRICTED

DPM6033 Marketing Plan

APPENDIX 5B PRESENTATION EVALUATION FORM

NO	STUDENT ID	NAME	GROUP							INDIVIDUAL				TOTAL	TOTAL MARKS
			Introduction	Objectives communicated clearly	Creativity— - Layout, display, decoration	Material and support tools	Demonstration	Idea & Concept	Closing	Appearance, attire, presentation style, personality	Cooperation	English Language spoke clearly and confidently	Responded effectively to questions and comments		
			5%	10%	15%	5%	15%	10%	5%	10%	5%	10%	10%		
1															
2															
3															
4															
5															

Version: 090514_1.1_Effective: Dec 2018

12/19

RESTRICTED

Marketing Proposal Evaluation Form

RESTRICTED

DPM6033 Marketing Plan

APPENDIX 5C
DEPARTMENT OF COMMERCE
MARKETING PROPOSAL EVALUATION FORM

NO.	STUDENT ID.	NAME	CRITERIA							TOTAL	TOTAL MARKS
			Project Title	Product Benefits- Analysis and Refinement	SWOT Analysis	Market Analysis - Target market Analysis and Identification	Marketing Objectives – positioning/ segmenting /targeting strategies	Marketing Strategies	Sketch of Product Prototype		
			5 %	15 %	15 %	25 %	15 %	15 %	5 %		
1											
2											
3											
4											
5											

Product Prototype/Service Prototype (Model) Evaluation Form

RESTRICTED

DPM5033 Marketing Plan

APPENDIX 5D
DEPARTMENT OF COMMERCE
PRODUCT PROTOTYPE/ SERVICE PROTOTYPE (MODEL) EVALUATION FORM

Title : _____

NO.	STUDENT ID	NAME
1		
2		
3		
4		
5		

Evaluate the product developed based on evaluation criteria below

1 – Strongly disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly agree

NO.	EVALUATION CRITERIA	A	B	C	D	E
		1	2	3	4	5
1.	Product/ service					
	Suggests solutions to problems					
	Fit the customer's needs					
	Has market potential					
	Functions well					
	Original or new idea					
2.	Written Target Market Analysis					
	Identifies target market: <i>The market is suitable and large enough to build a sustainable business</i>					
	Product features match : <i>The targeted market</i>					
	Place decisions match: <i>The distribution of the targeted market</i>					
	IMC plan match: <i>Able to receive desired impact from target customers</i>					
	Neat, orderly, typed					
Total						
Total (A + B + C + D + E)		/50				
Total Marks (20%)						

Marketing Plan Document Evaluation Form

RESTRICTED

DPM6033 Marketing Plan

APPENDIX 5E
DEPARTMENT OF COMMERCE
MARKETING PLAN DOCUMENT EVALUATION FORM
(This form carries 70% out of total marks)

TITLE : _____

NO	STUDENT ID	NAME	MARKETING PLAN DOCUMENT											TOTAL	TOTAL MARKS
			Executive Summary	Business Overview	Situation Analysis	SWOT Analysis	Marketing Strategies	Product Development	Schedules	Budget	Conclusions	Reference support (Diagram/ Chart/ Flow chart/ Attachment)			
			5%	5%	15%	15%	20%	10%	5%	15%	5%	5%	100%		
1															
2															
3															
4															
5															

Overall Marketing Plan Evaluation Form

RESTRICTED

DPM6033 Marketing Plan

APPENDIX 6
COMMERCE DEPARTMENT
OVERALL MARKETING PLAN EVALUATION FORM

PROJECT TITLE : _____

NO.	STUDENT ID.	NAME	CRITERIA					TOTAL
			Attendance	Presentation	Marketing Proposal	Product Prototype	Marketing Plan	
			15%	15%	15%	20%	35%	
1								
2								
3								
4								
5								

Notes:

- Attendance : refer to Appendix 5A
- Presentation : refer to Appendix 5B
- Marketing Proposal : refer to Appendix 5C
- Product Prototype : refer to Appendix 5D
- Marketing Plan : refer to Appendix 5E

Rubrics for Marketing Plan Report

Items	1 Unsatisfactory	2 Fair	3 Good	4 Very good	5 Excellent	Marks
Executive Summary	Executive summary provides a sufficient summary.	Executive summary provides information has been made but the sequence is difficult to follow	Executive summary provides a good summary.	Executive summary provides a details organized reasonably	Executive summary provides a precise and concise summary	
Business Overview	Business project introduction is researchable and worthy.	Business project clear but need to be improved	Business project introduction are vague	Business project overview are clear but unorganized	Business project introduction is researchable and worthy.	
Situation Analysis	Objective of the analysis are not related	Objective of the analysis are very vague	Objective of the analysis are vague	Objective of the analysis are clear and relate to marketing but unorganized	Objective of the analysis are clear, relate to marketing and well presented	
SWOT Analysis	SWOT analysis is provided, but little or no detail provided on SWOT and market forces impacting business.	SWOT analysis is provided, but there are lack of content is limited content and scope	SWOT analysis is provided, but able to describes the market situation facing the business.	SWOT analysis is provided and able to relate some of the theory and practical, clear but unorganized.	SWOT analysis is provided able to fully relate the theory and practical, very clear and well presented.	
Marketing Strategies	Several requirements were not : a) Meet the needs of users b) The ability to be commercialized as the current needs	Determine the target market clearly	Determined the target market, used market segmentation clearly	Determined the target market, used market segmentation and identified distribution channel correctly.	Determined the target market, used market segmentation and identified distribution channel correctly. Develop a marketing mix clear and well presented.	

Items	1 Unsatisfactory	2 Fair	3 Good	4 Very good	5 Excellent	Marks
Product Development	Students mentions features and product development but fails to organize and present	Students identifies and describe two to three features and benefits of their products and converts to USP.	Students identifies and describe more three features and benefits of their products and converts into sizzling benefits	Students identifies and describe four features and benefits of their products converts into sizzling benefits	Students identifies and describe four features and benefits of their products converts into sizzling benefits, organize and presented well.	
Schedules	Timeline and time estimates are unrealistic, inflated or inaccurate. Grader doubts project will track the way the chart predicts.	Timeline and time estimates are unrealistic, inflated or inaccurate. But able to catch the time.	Timeline and time estimates occasionally veer from reality or are too closely tied to course deadlines. Team has not fully considered the entire span of time	Timeline and time estimates occasionally veer from reality or are too closely tied to course deadlines.	Timeline and time estimates are realistic and reflect course deadlines. Timeline spans the length of project.	
Budget	Section failed to identify at least two aspect of required information.	Section failed to identify at least one aspect of required information.	Financial are clear and stated	Financial are clear, organized and logically.	Financial are clear, organized and logically. Budget presented well	
Conclusions	Concluding paragraph is not apparent	Concluding paragraph is only remotely related to the report topic.	Concluding paragraph follows and summarizes report discussion and draw a conclusion.	Concluding paragraph summarizes and draws a clear, effective conclusion and enhances the impact of report	Concluding paragraph summarizes and draws a clear, effective conclusion and enhance the impact of the report	
Reference support / Diagram/ Chart/ Flow chart/ Attachment	Not support of content by data, minimal explanations of data, no documentation provided,	Little support of content by data, incomplete or missing explanation of data and assertion; documentation incomplete or absent	Some of content supported by data but should include more, some explanation of data and assertions; data sometimes presented in appropriate format, documentation sometimes missing.	Most of the content supported by data, mostly appropriate explanations of data and assertions; data mostly presented in appropriate format; documentation generally provided.	Content supported effectively by data, and completed fully with explanations of all data and assertions; data are presented in appropriate format, documentation for assertions is provided. Well organized	

IMPACTS

The background features a light blue gradient with several white gears of varying sizes. Handwritten-style text in white is scattered around the gears, including the words 'Strategy', 'Team', and 'Goals'. Arrows point from the gears towards these words, suggesting a process or flow.

SEMESTER 5

DPM 6033 MARKETING PLAN

IMPACTS

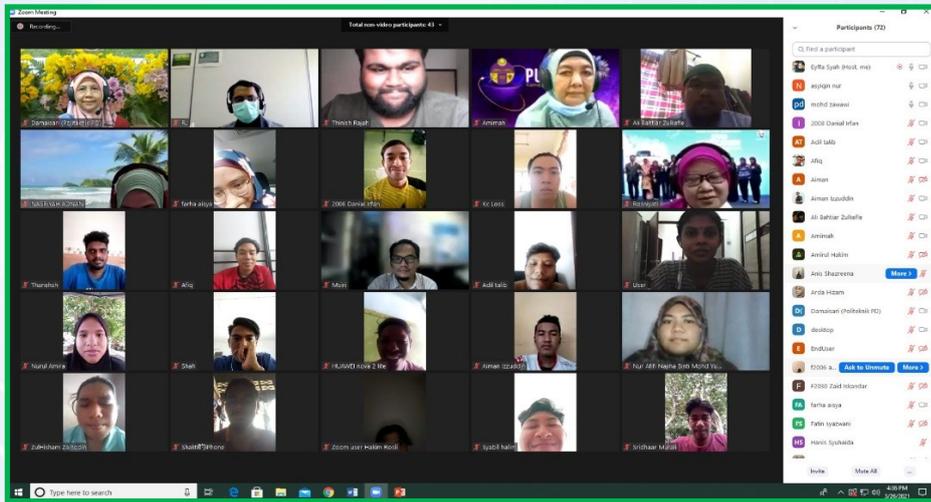
Before CDIO	After CDIO
Outcome is teaching-based “what one thinks students are capable of doing and need to know”	Outcome of student learning is determined by what the students are expected to do
Approach is teacher-centered; mode of deliver is mostly for transmission of knowledge	Approach is student-centered; delivered via active, experiential manner through design prototype
Engineering department using CDIO in their programs especially Final Year Project. Project keep it safely in store.	Commerce Department students continuity the CDIO in Marketing Plan for the products. Project that has market value can be marketability.
No coverage of global mindset, ethics and sustainable development	Global Mindset , Ethics , Sustainable Development integrated into core modules
. Assessment of both technical knowledge and CDIO skills are integrated and carried out at the same time	Suitable CDIO skills are infused throughout and assessed at all three stages of practical and process sessions , pre, during and post

IMPACTS

13.5%

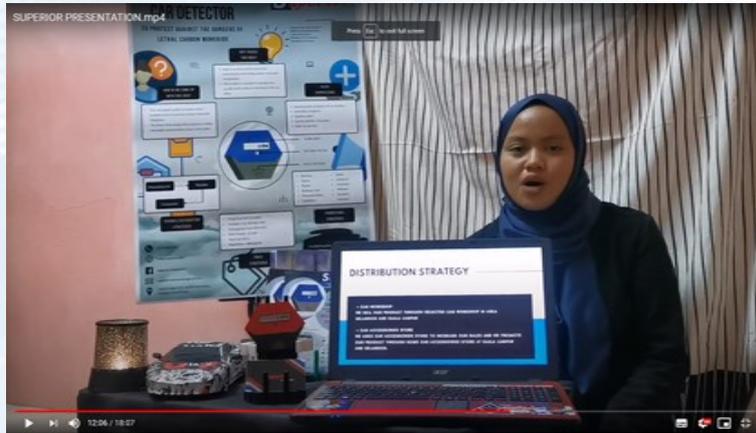
78%

Shares



GROUP DISCUSSION VIRTUAL AND ONLINE MEETING FOR BRAINSTROMING

IMPACTS



ONLINE PRESENTATION



USING OF VARIETY APPLICATION SUCH AS POWERPOINT PPT, FILMORA, CANVA. PREZI AND OTHERS



REFLECTIONS



SEMESTER 5

DPM 6033 MARKETING PLAN

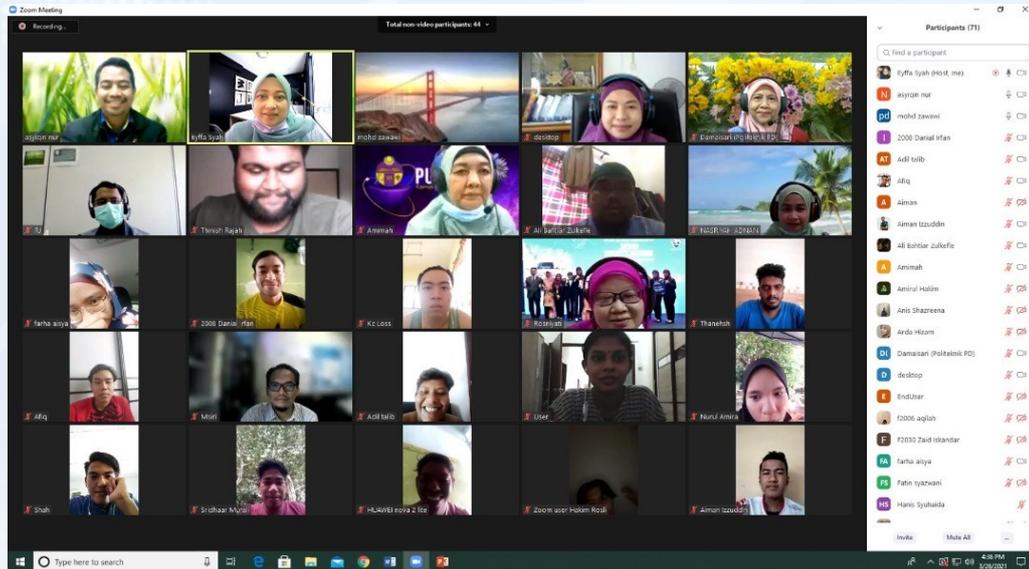
REFLECTIONS



DATO' ISKANDAR HUSSEIN BIN MOHAMMAD HUSSEIN
CEO@PolyCC

BIL	COMMENTS	SUGGESTION FOR IMPROVEMENT
1.	Unpractical or less logic marketing strategies created by students.	Students should do more to industrial based not only theoretical so do lecturers.
2.	Less creativity in part of presentation	Students should focus on presentation and find suitable application to help them present well, clear and organized.
3.	Put more effort to create the uniqueness of the product prototype	The important of Creative Thinking and CDIO approach in design should considered at early stage of project.
4.	Unstandardized of students presentation	Suggestion : i. First step Introduce members of team ii. Explain Project Synopsis iii. Product Presentation iv. Company and Vision Presentation v. Marketing Plan, Budget and Sales Forecast. vi. Conclusion.

REFLECTIONS



BIL		COMMENTS FROM STUDENTS	
1.	Best and enjoy learning through experiential and design thinking process.	34%	
2.	Approach is more to student-centered; delivered via active, experiential manner through design prototype. Students involve more in getting what they want and able to get.		
3.	Prototype produce by engineering department are using CDIO approach are able to fulfill needs of user but lack of marketability value.		
4.	Doing things or project in teamwork, learn time management, learning by doing.		
5.	Manage to doing prototype by design and redesign, rapid prototyping until satisfied and approve by supervisor.		

REFLECTIONS

The CDIO framework provided Diploma in Marketing, Port Dickson Polytechnic with a structured approach to enhance the design of implementing projects to better prepare students for professional work. In the last semester of Diploma in Marketing program, students develop and design new products or prototype (Design Skills), analyze the suitable marketing mix for the products developed (Analytical Skills) and then organize and prepare to conduct strategies to market of the product developed. This is the whole process of developing product to commercialize the product and by integrating these projects across the courses, students able to learn the process in depth.

The use of group projects across these multiple courses allow marketing students to experience and develop their leadership skills and team work skills. Future improvement would be to focus in integrating with community/industry projects for a better experiential learning both for lecturers and also students.

REFERENCES



SEMESTER 5

DPM 6033 MARKETING PLAN

REFERENCES

1. Luther, William M. (2011), The Marketing Plan: How to Prepare and Implement it (4th ed.) Amazon.com. (ISBN-13: 978-0814416938)
2. Mc Donald, Malcolm and Wilson Hugh (2011). Marketing Plans; How to Prepare Them, How to Use Them (7th ed.). John Wiley & Sons Ltd. (ISBN-13: 9780470669976)
3. O. C. Ferrell and Michael Hartline (2012). Marketing Strategy, Text and Cases (6th ed.). South-Western College Pub. (ISBN-13: 978-1285073040)
4. Wood, Marian Burk (2010), Essential Guide to Marketing Planning (2nd ed.). Prentice Hall. (ISBN-13: 9780273725763)

CTMX			
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.21%
AAPL	+2.59	▲	+4.81%
PRTG	-0.01	▼	-0.12%
AMZN			
TSLA			
AVGO	1.67	▲	+3.11%
SIRI	-0.65	▼	-1.11%

quality
innovation price
viral consumer planning
presentation recommendation
market growth store place
marketing
advertising
sale team **Plan**
promotion blog
business branding
social media
finance customer
distribution design
management
internet