



MARKETING FOR BEGINNERS

STEP-BY-STEP GUIDE

AZRINA OTHMAN
NORHIDAYAH MOHAMAD
ADILAH MOHD DIN

MARKETING FOR BEGINNERS

STEP-BY-STEP GUIDE

**AZRINA OTHMAN
NORHIDAYAH MOHAMAD
ADILAH MOHD DIN**

Penerbit UTeM Press
Universiti Teknikal Malaysia Melaka
2023

© Universiti Teknikal Malaysia Melaka

ISBN: 978-967-2792-90-1

FIRST PUBLISHED 2023

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, electronic, mechanical photocopying, recording or otherwise, without the prior permission of the Penerbit UTeM Press, Universiti Teknikal Malaysia Melaka.

Member of the Malaysian Scholarly Publishing Council (MAPIM)
Member of the Malaysian Book Publishers Association (MABOPA)
Member of Clarivate Analytics

Manuscript Editor:

Mohd Hafizuddin Yusof

Book Cover Designer and Typesetter:

Ahmad Masmuliyadi Mohd Yusof

Published and Printed in Malaysia by:

Penerbit UTeM Press

Universiti Teknikal Malaysia Melaka

Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia.

Tel: +606 270 1241 Faks: +606 270 1038



Cataloguing-in-Publication Data

Perpustakaan Negara Malaysia

A catalogue record for this book is available
from the National Library of Malaysia

ISBN 978-967-2792-90-1

TABLE OF CONTENTS

Acknowledgement	ix
Preface	xi
CHAPTER 1 MARKETING PROCESS: STEP BY STEP	-
1.1 Introduction	3
1.2 Marketing Process	3
1.3 Summary	3
CHAPTER 2 STEP 1: UNDERSTAND THE MARKETPLACE & CUSTOMER NEEDS AND WANTS	
2.1 Introduction	8
2.2 Marketplace or Market	8
2.3 Customer	10
2.4 Summary	12
CHAPTER 3 STEP 2: DESIGN MARKETING STRATEGIES	
3.1 Introduction	15
3.2 Market Segmentation	15
3.3 Target Market	18
3.4 Sales Forecast	19
3.5 Market Size	19
3.6 Competitor Analysis	21
3.7 Market Share	22
3.8 Summary	27
CHAPTER 4 STEP 3: CONSTRUCT INTEGRATED MARKETING PROGRAM (MARKETING MIX)	
4.1 Introduction	31
4.2 Marketing Mix (4P's)	31
4.3 Summary	37
CHAPTER 5 STEP 4: MANAGING MARKETING ACTIVITIES	
5.1 Introduction	41
5.2 Summary	42

CHAPTER 6	REAL CASE SCENARIO	
6.1	Business Scenario	45
6.2	Discussion Questions	50
CHAPTER 7	MARKETING ISSUE AND SOLUTIONS	
7.1	Marketing Issue	53
7.2	Marketing Solutions	56
7.3	Summary	59
CHAPTER 8	IN CLASS ACTIVITY (EXERCISES)	63
CHAPTER 9	SAMPLES OF MARKETING PLAN (4Ps)	
9.1	Sample 1:	97
9.2	Sample 2:	110
CHAPTER 10	MIND MAPPING	125
CHAPTER 11	CONCLUSION	129
References		131



MARKETING FOR BEGINNERS

STEP-BY-STEP GUIDE

FACULTY OF TECHNOLOGY MANAGEMENT
AND TECHNOPRENEURSHIP



PENERBIT
UTeM
Press

Website : <https://penerbit.utem.edu.my>
Books Online : <https://utembooks.utem.edu.my>
Email : penerbit@utem.edu.my

ISBN 978-967-2792-90-1



9 789672 792901