

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Semester B 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	Marketing Innovation and Practicum
<b>Course Code:</b>	MKT5616
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	MKT5610 Marketing Strategy and Planning
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

The course provides a hands-on experience in tackling real-world consulting projects in innovative marketing and related topics to achieve an organization’s goals. Groups of students will manage a substantial project with well-known firms in order to hone their abilities in innovative marketing strategy, channel management, pricing strategy, and so on. The spirit of the class will be very much “learning-by-doing.”

This course intends to provide the student with an understanding of the marketing challenges faced by managers in the industry through a hands-on project. It helps to enhance the student’s skills in solving problems in collaborative environments and to prepare the student for managing projects with demanding deadlines in a complex organization.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify meaningful innovative marketing / business topics		✓		
2.	Develop feasible working flow to solve defined topic based on customers, competitors, and the competitiveness of a company				✓
3.	Manage working process of project to find, analyze, and utilize data and information to make a sound innovative marketing decisions			✓	
4.	Solve the critical problem in the working process in order to explore a company’s chance of winning in the new markets			✓	
5.	Enhance a practical business sense		✓		
6.	Improve business communication skills		✓		
		100%			

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CIOs.)

LTA	Brief Description	CISO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
1. Lectures	<p>Students will learn various concepts and illustrations of innovative marketing and practicums, which will be explained through lectures through a mix of lectures, videos, and case study examples. The most updated trends, good practices, information, and lessons shared by opinion leaders and reputable business professionals will be introduced.</p> <p>Plenty of most updated trends, good practices, information and lessons shared by opinion leaders and / or reputable business professionals will be introduced. Experiences and instructions will also be covered</p>	✓	✓	✓	✓	✓	✓	
2. Brain Storming and Group Meeting	<p>Students will participate in company-based project meetings to stimulate learning motivation and apply the concepts covered in class.</p> <p>Students will participate in relevant discussion activities to encourage sharing of ideas.</p> <p>Students will report observations and analysis on company-based projects, share their initial ideas on the project topic (1st phase) and working flow or outline (2nd or later phases), and get the instructor or other groups' input. Group members are also expected to arrange regular meetings with project sponsor(s) from companies.</p>	✓	✓	✓	✓	✓	✓	
3. Defense	<p>The instructor will select critical questions for the projects in each project group, and instructor will invite a competitor group (whom will be supported by instructor) to challenge the groups with those critical questions.</p>	✓	✓	✓	✓	✓	✓	
4. Written Report	<p>Students will write a report that includes a project statement of work and Gantt chart, a weekly progress report, and a final report. As the significant output of the group project, every group will be required to submit a written report completed by the whole group,</p>	✓	✓	✓	✓	✓	✓	

	solving the problems or answering the questions raised about the project topic.							
5. Oral Presentation	Students will work within a group to present a marketing plan for a real company, write a report for the project, and present the project findings as an oral presentation in the class. As another part of the group project output, every group will be required to present their report to company sponsors (if possible) or in the class participated by all group members.	✓	✓	✓	✓	✓	✓	

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
<u>In-Class Discussion</u> Students need to participate in class discussions and activities and ask questions to facilitate their understanding of innovative marketing knowledge taught in class.	✓	✓	✓	✓	✓	✓	10%	
<u>Final Project Presentation and Deliverables</u> Students will prepare and deliver presentations on their group projects. The project presentation is designed to gauge students' communication and presentation ability on marketing information and working effectively as a team.	✓	✓	✓	✓	✓	✓	60%	
<u>Individual Report</u> Students are supposed to do an innovative marketing literature review to have a conceptual map of the concept and be able to discuss its marketing implications in real marketing decision-making situations. Out-of-class assignments will be given to students to test their understanding of class material.	✓	✓	✓	✓	✓	✓	30%	
Examination: 0% (duration: , if applicable)								
							100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-Class Discussion	1.1 Able to always present and communicate innovative marketing ideas excellently in oral format to analyze customers, competitors, and other issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 Proactively participate in class discussion by offering innovative marketing ideas and asking questions related to the practice of innovative marketing strategy	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Final Project Presentation and Deliverables	2.1 Show excellent command of all aspects by integrating major innovative marketing concepts and practicums to analyze consumers' behaviors, competitors, and other issues, and consolidate lots of insights and implications for strategy formulation.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2 Demonstrate excellent ability to apply innovative marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 Present and organize marketing information excellently in a business report format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Individual Report	3.1 Show excellent command of all aspects by integrating major innovative marketing concepts to analyse consumers' behaviors, competitors, and other issues, and consolidate lots of insights and implications for strategy formulation.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3 Present and organize marketing information excellently in a business report format.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. In-Class Discussion	1.1 Ability to make an intellectual contribution at each and every class meeting	High	Significant	Basic	Not even reaching marginal levels
	1.2 Capacity to be familiar with the assigned literature and readings	High	Significant	Basic	Not even reaching marginal levels
	1.3 Ability to complete all the assignment	High	Significant	Basic	Not even reaching marginal levels
2. Final Project Presentation and Deliverables	2.1 Capacity to show command of aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environment, and consolidate lots of insights and implications for strategy formulation	High	Significant	Basic	Not even reaching marginal levels
	2.2 Ability to apply the marketing principles and develop marketing programs to tackle current marketing problems and issues.	High	Significant	Basic	Not even reaching marginal levels
	2.3 Ability to present and organize marketing information in a business report format	High	Significant	Basic	Not even reaching marginal levels
3. Individual Report	3.1 Capacity to demonstrate skills in identifying case problems(s), enumerating alternative solutions, evaluating and analysing alternative solutions, making a right choice of "best" solution, and specifying effective implementation measures	High	Significant	Basic	Not even reaching marginal levels
	3.2 Ability to demonstrate skills in terms of organization/ structure/ logical flow, persuasion/ expression, and relevance and use of appendices and exhibits in the presentation	High	Significant	Basic	Not even reaching marginal levels

### Part III Other Information (more details can be provided separately in the teaching plan)

#### 1. Keyword Syllabus

*(An indication of the key topics of the course.)*

Project management. Marketing environment and opportunities analysis; Marketing strategies development; Marketing programs planning; Business ethics and social responsibilities.

#### 2. Reading List

##### 2.1 Compulsory Readings

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	An introduction to management consultancy by Marc G. Baaij, Los Angeles : Sage, 2014. (CityU Library: HD69.C6 B33 2014)
2.	Strategic marketing problems: cases and comments By Roger A. Kerin, Robert A. Harlow : Pearson Education, c2013. (CityU Library: HF5415.135 .K47 2013)
3.	Multicultural marketing and business consulting by Thaddeus Spratlen: University of Washington Press, c2013. (CityU Library: HF5415 .M755 2013)

##### 2.2 Additional Readings

*(Additional references for students to learn to expand their knowledge about the subject.)*

1.	ProQuest Database (Available in CityU Library)
2.	<a href="#">INFOBANK 環球商訊庫</a> Business Briefing Database (Available in CityU Library)