

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Electronic Engineering  
with effect from Semester B in 2017/2018**

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**Part I Course Overview**

<b>Course Title:</b>	<u>Innovation in Multimedia Technology and Marketplaces for Mobile Applications</u>
<b>Course Code:</b>	<u>EE5433</u>
<b>Course Duration:</b>	<u>One Semester (13 weeks)</u>
<b>Credit Units:</b>	<u>3</u>
<b>Level:</b>	<u>P5</u>
<b>Medium of Instruction:</b>	<u>English</u>
<b>Medium of Assessment:</b>	<u>English</u>
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Precursors:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	<u>Nil</u>

## Part II Course Details

### 1. Abstract

This course aims to provide students with selected topics in Innovation in Multimedia Technology and Marketplaces for Mobile Applications in the IT industry. Fundamentals as well as innovative thinking techniques for developing creative digital multimedia contents and mobile applications, and formulate marketing plans for turning innovative conceptual ideas into practical marketable new products, are part of this course.

### 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.	Describe the general concepts in digital content development for multimedia platforms, mobile applications, and new media industry.		✓		
2.	Apply knowledge of Design Thinking methodologies for generating innovative new product ideas in mobile & social media marketplaces.		✓	✓	
3.	Apply Market Research Analysis & Integrated Marketing Campaign techniques for innovative digital contents/mobile APP creation in multiplatform IT markets.		✓	✓	✓
4.	Apply team building, information sharing, and project management skills in presentations with oral, written and electronic formats widely adopted for mobile & social media context.		✓	✓	✓
		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 self-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. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Lecture	Key concepts of product innovation, design thinking process, and Go-to-market strategies are described and illustrated	✓	✓	✓				3 hrs/wk (Some of the lectures will be conducted in the form of laboratory, tutorial, case studies, and presentation)
Tutorial/ Seminars	Some of the tutorials are in the form of seminars by the industrialists.	✓	✓	✓	✓			
Case studies	Via the case studies or seminars by the industrialists, together with group discussion to assess their learning; students are feed-backed on their quality of their case studies.	✓	✓	✓	✓			
Mini-projects	Mini-projects & group presentation to encourage students to practice product innovation management from concept development to marketplace.	✓	✓	✓	✓			

### 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				
Continuous Assessment: 60%								
Quiz 1 & 2	✓						10%	
Case Studies with Assignments	✓	✓	✓	✓			10%	
Group Report and Presentation for Mini-projects	✓	✓	✓	✓			40%	
Examination: 40% (duration: 2hrs)								
							100%	

#### Remark:

To pass the course, students are required to achieve at least 30% in course work and 30% in the examination.

**5. Assessment Rubrics**

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Examination	Achievements in CILOs	High	Significant	Moderate	Basic	Not even reaching marginal level
2. Coursework	Achievements in CILOs	High	Significant	Moderate	Basic	Not even reaching marginal level

## 6. Constructive Alignment with Programme Outcomes

PILO	How the course contribute to the specific PILO(s)
1, 2, 3, 4, 5	The course provides students with ample opportunities in discovering the core operational aspects, including innovative product development, company's marketing strategies, their management and organization, and trading practices in the real-life environment. Getting mastery of these aspects via cases study provides first-hand knowledge to students on Multimedia & Mobile Business in the marketplace.
6, 7	Students are required to complete the studies by summarizing their learning in a written report. Students will also acquire project management skills of the studies in their reporting.

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

#### 1. Keyword Syllabus

Major aspects in the study include:

- Design Thinking Process for Multimedia & Mobile Products
- New Product Innovation: Product Opportunity Gap; Social, Economic, and Technological factors
- Basic Marketing Concept: 4Ps (Product, Price, Place, & Promotion) & Marketing-Mix model
- Consumer Behavior: AIDA model (Attention - Interest - Desire - Action)
- Target Market, Market Segmentation, and Market Positioning
- Go-To-Market planning & practices
- Media, Public Relations, & Advertising landscapes for mobile product business
- Integrated Marketing Campaign planning & case studies
- Facebook, YouTube, and other Social Media strategies
- Idea Pitching, Funding & Entrepreneurship

The studies explore the core innovation product development & marketing aspects, covering design thinking process, product opportunity gap; social, economic, and technological factors, consumer behaviors, market segmentation, integrated marketing campaign strategies, social media promotion skills, mobile business management and organization, and trading practices in the real-life environment. Upon completing this course, students will have a good insight and understanding of the innovation product development process, from ideas to its marketplace, on multimedia & mobile business.

#### 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.	Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition), Jonathan Cagan, Craig M. Vogel., ISBN-13: 978-0133011425
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## 2.2 Additional Readings

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

The course lecturer shall recommend relevant books, publications and reference materials to the studies. Relevant online materials, particular in Facebook Page & other social media resources will be recommended to students for study purpose.

1.	Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers, Geoffrey A. Moore (2014). Harper Collins Publisher. ISBN13: 9780062292988
2.	Marketing Management (15th edition), Philip Kotler, & Kevin Keller (2016). ISBN13: 9780133856460
3.	Value Proposition Design: How to Create Products and Services Customers Want, Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadacos (Designed by) (2014) ISBN: 9781118968055
4.	Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Tim Brown (2009) Harper business (US). ISBN: 9780061766084
5.	Design Thinking: Integrating Innovation, Customer Experience, and Brand Value, Thomas Lockwood (2009). Allworth Press. NY. ISBN13: 9781581156683
6.	The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Clayton M. Christensen., HBP (1997) ISBN: 0875845851