

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2017/18

Part I Course Overview

Course Title:	Marketing Strategy and Planning
Course Code:	MKT5610
Course Duration:	Intensive Teaching Mode / One Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	FB5601 Principles of Marketing MKT5601 Principles of Marketing

Part II Course Details

1. Abstract

This course aims to:

1. Familiarize the students with marketing concepts and application in real business situations.
2. Enable students to develop and implement successful marketing planning for a real business company.

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.	Acquire advanced knowledge of marketing philosophy and principles.			✓	
2.	Assess market opportunities by analyzing customers, competitors, and the strengths and weakness of a company.			✓	
3.	Develop critical awareness of contemporary strategic marketing issues from customer perspectives.		✓		
4.	Build skills as an effective marketing analyst and problem solver by knowing how to find, analyze, and utilize data and information to make sound marketing decision.			✓	
5.	Design effective marketing plan or strategies to maximize a company's chance of winning in the markets.				✓
6.	Develop a strong sense of marketing ethics in real business encounters.		✓		
		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	5	6	
1. Seminar	Concepts and general knowledge of marketing are explained through lectures and classroom discussions/exercises. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	✓	✓	✓	✓	✓	✓	
2. Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.	✓	✓	✓	✓		✓	
3. Group Presentations	Presentations by individual groups to the class on various marketing topics and/or the chosen marketing plan. Other students are encouraged to raise questions for the presenting groups.			✓	✓	✓		

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: <u>100 %</u>								
1. Class Discussion & Assignment	✓	✓	✓	✓	✓	✓	30%	Class activities (such as individual/group class exercises, case study discussion, brief discussion on marketing concepts and/or raising questions during project presentations, etc.) are arranged to provide students the opportunity to communicate ideas effectively.
2. Individual Case Analysis and Marketing Planning	✓	✓	✓	✓			30%	The project is designed to assess the student's grasp on strategic marketing thinking and analytical techniques in marketing planning, as well as student's ability to apply them to solve business problems.
3. Group Project Presentation					✓		10%	Students need to present to the class a summary of the group project within a time limit. The presentation is designed to gauge students' communication and presentation ability on marketing information as well as working effectively as a team. Peer evaluation will be conducted.
4. Group Project: Marketing Plan and/ or Concept Study	✓	✓	✓	✓	✓	✓	30%	The project is to assess students' depth understanding of some critical marketing concepts and their ability to integrate the concepts into a conceptual framework through observations of and/or studying several real business cases. Students are supposed to do comprehensive literature review to have a conceptual map of the concept and be able to discuss its marketing implications in real marketing decision-making situations. Within-group peer evaluation will be conducted to assess each student's contribution to the completion of the project.
Examination: 0% (duration: _____, if applicable)								
100%								

Regulation of the Course

1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.
2. Students are required to pass coursework components in order to be awarded a pass.

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. Class Discussion and Assignment	1.1 ABILITY to PARTICIPATE and MAKE an intellectual contribution at each and every class meeting	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 CAPACITY to be FAMILIAR with the assigned readings, both from the text and additional material	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.3 ABILITY to COMPLETE all the assignment	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Individual Case Analysis and Marketing Plannig	2.1 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	Moderate	Basic	Not even reaching marginal levels
	2.2 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	Moderate	Basic	Not even reaching marginal levels
3. Group Project Presentation	3.1 ABILITY to present and communicate marketing information in oral and electronic format	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 CAPACITY to COVER materials and contents and DEMONSTRATE time management skills	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3 ABILITY to PROVIDE answers to questions raised in the presentation Q & A session	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Group Project: Marketing Plan and/ or Concept Study	4.1 CAPACITY to SHOW command of aspects by integrating major marketing concepts to analyse the consumers’ behaviours, competitors, and business environment, and consolidate lots of insights and implications for strategy formulation	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4.2 ABILITY to apply the marketing principles and develop marketing programs to tackle current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4.3 ABILITY to present and organize marketing information in a business report format	High	Significant	Moderate	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.)

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; e-Marketing; Marketing Ethics.

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. Boone & Kurtz, "Contemporary Marketing", Thomson South-Western.
2. Philip Kotler & Gary Armstrong, "Principles of Marketing", Prentice-Hall.
3. Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan & David K. Tse, "Principles of Marketing – An Asian Perspective", Prentice-Hall.
4. Lamb, Hair, McDaniel, "Marketing", South-Western.
5. Perreault, William D. & E. Jerome McCarthy, "Essential of Marketing: A Global Managerial Approach", McGrawHill.
6. Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, "Marketing", McGrawHill.
7. Kerin, Roger A., Hartley, Steven W. & Rudeluis, William, "Marketing – The Core", McGrawHill.

2.2 Additional Readings

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

Nil.