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

Part I   Course Overview

Course Title: Marketing Practicum: Skills & Projects

Course Code: MKT5616

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of
Instruction: English

Medium of
Assessment: English

Prerequisites:
(Course Code and Title)   MKT5610 Marketing Strategy and Planning

Precursors:
(Course Code and Title)   Nil

Equivalent Courses:
(Course Code and Title)   Nil

Exclusive Courses:
(Course Code and Title)   Nil

Part II   Course Details

1.   Abstract

The course provides a hands-on experience in tackling real-world consulting projects in 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 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 marketing / business topics		✓		
2.	Develop feasible working flow to solve defined topic				✓
3.	Manage working process of project			✓	
4.	Solve critical problem in the working process			✓	
5.	Enhance 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 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. 1	2	3	4	5	6	Hours/week (if applicable)
1. Seminar	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.	✓	✓	✓	✓	✓	✓	
2. Brain Storming and Group Meeting	It will be open discussion session, project groups will share their initial ideas on project topic (1st phase) and working flow or outline (2nd or later phases) and get instructor or other groups' input. Group members are also expected to arrange regular meetings with project sponsor(s) from companies.	✓	✓	✓	✓	✓	✓	
3. Defense	Critical questions of the projects in each project group will be selected by instructor, and instructor will invite a competitor group (whom will be supported by instructor) to challenge the groups with those critical questions.	✓	✓	✓	✓	✓	✓	
4. Written Report	Written report includes project statement of work and Gantt chart, weekly progress report, and final report. As major output of the group project, every group will be required to submit written report completed by the whole group solving the problems or answering question raised in project topic.	✓	✓	✓	✓	✓	✓	
5. Oral Presentation	As another part of the group project output, every group will be required to present their report to company sponsors (if possible) or in 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. 1	2	3	4	5	6	Weighting	Remarks
Continuous Assessment: 100%								
Project Statement of Work/ Proposal	✓	✓	✓	✓	✓	✓	10%	
Project Progress Reports	✓	✓	✓	✓	✓	✓	15%	
Final Project Presentation and Deliverables	✓	✓	✓	✓	✓	✓	35%	
Peer Review	✓	✓	✓	✓	✓	✓	10%	
Individual Report	✓	✓	✓	✓	✓	✓	20%	
Individual Reflection of Guest Talks	✓	✓	✓	✓	✓	✓	10%	
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.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Project Statement of Work/ Proposal	A key deliverable for this class is the Statement of Work and Proposal. This document is a statement of work outlining the project scope and detailed schedule (including deliverables for each week). It describes clearly what the project is and what it is not. A Gantt chart may be used to graphically outlines when each task will be performed.	1. Strong evidence of showing clear logic of stated topic, well prepared supporting evidence, and well organized project schedule. 2. Excellent organizational skill and very good capability of motivating others' participation with open mind. 3. Excellently organized team participation of all group members.	1. Good evidence of showing clear logic of stated topic, well prepared supporting evidence, and well organized project schedule. 2. Good organizational skill and good capability of motivating others' participation with open mind. 3. Well organized team participation of all group members.	1. Sufficient evidence of showing clear logic of stated topic, well prepared supporting evidence, and well organized project schedule. 2. Fairly organizational skill and capability of motivating others' participation with open mind. 3. Fairly organized team participation of all group members.	1. Some evidence of showing clear logic of stated topic, well prepared supporting evidence, and well organized project schedule. 2. Somewhat acceptable organizational skill and capability of motivating others' participation with open mind. 3. Somewhat organized team participation of all group members.	1. Failed to show clear logic of stated topic, not well prepared supporting evidence, and not organized project schedule. 2. No organizational skill and do not have any capability of motivating others' participation with open mind. 3. No organized team participation of all group members.
2. Project Progress Reports	Each team is required to submit progress reports outlining the tasks completed during the week, percentage of the project work completed, roadblocks encountered, and outstanding issues.	Excellent summary of what have done in the past week; excellent statement of plan for next week.	Good summary of what have done in the past week; good statement of plan for next week.	Missing either the summary of what have done in the past week or the working plan for next week.	No meaningful contents	Missing a lot of submissions

3. Final Project Presentation and Deliverables	Each team will present its results at the end of the course. The presentation grade will be based on both content and delivery. The purpose of these presentations is to develop the skill to make professional presentations. The project final deliverable is required to be submitted either as a report, a white paper, a case study, or a decision support tool, or some combination of these items. The quality of these tools will be assessed jointly by the company sponsors and the instructor.	1. Present and communicate information effectively and excellently in oral and electronic format, and demonstrate excellent competence to raise questions related topic to motivate further understanding of the topic. 2. Show excellent coverage of contents and demonstrate excellent time management skills. 3. Strong ability to excellently integrate major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 4. Show excellent command to identify the various process and procedures in defined project	1. Present and communicate information effectively in oral and electronic format, demonstrate good competence to raise questions related topic to motivate further understanding of the topic. 2. Show good coverage of materials and contents and demonstrate good time management skills . 3. Good ability to reasonably integrate major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 4. Show good command to identify the various process and procedures in defined project topic. 5. Demonstrate	1. Present and communicate information acceptably effectively in oral and electronic format, and demonstrate fair competence to raise questions related topic to motivate further understanding of the topic. 2. Show fair coverage of materials and contents and demonstrate good time management skills. 3. Adequate ability to integrate major major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 4. Show sufficient command to identify the various process and procedures in defined project topic. 5. Demonstrate acceptable	1. Marginally present and communicate marketing information in oral and electronic format, and demonstrate somewhat competence to raise questions related topic to motivate further understanding of the topic (with major areas need improvement). 2. Marginal coverage of materials and contents and poor time management skills. 3. Marginal ability to integrate major major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 4. Show some command to identify the various process and procedures in defined project topic. 5. Demonstrate some	1. Failed to present and communicate marketing information in oral and electronic format, and unable demonstrate any competences to raise questions related topic to motivate further understanding of the topic (with major areas need improvement). 2. No coverage of materials and contents and poor time management skills. 3. Unable to integrate major major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 4. Show no commands to identify the various process and procedures in defined project topic.

		topic. 5. Demonstrate outstanding competence of various marketing analysis instruments used in project. 6. Present and organize information excellently in a business report format.	good competence of various marketing analysis instruments used in project. 6. Present and organize information in a logical business report format.	competence of various marketing analysis instruments used in project. 6. Present and organize information in a sufficiently logical business report format.	competence of various marketing analysis instruments used in project. 6. Present and organize information in a somewhat logical business report format.	5. Unable to demonstrate any competences of various marketing analysis instruments used in project. 6. Unable to present and organize information in a logical business report format.
4. Peer Review	Teamwork is a crucial element of this class. Each consulting practicum will be performed as a team. Evaluations will also depend on how well students work as a team.	1. Participate actively in most of the group events 2. Take the share of the overall work load 3. The quality of the work is high 4. Interact effectively with other members	1. Participate actively in an adequate number of group events 2. Take a share of the overall work load but not enough 3. The quality of the work is adequate 4. Interact with other members	1. Participate a few number of group events 2. Take a small share of the overall work load 3. The quality of the work is just okay. 4. Interact with other members with some minor problems	1. Participate a very limited number of group events 2. Take a very small share of the overall work load 3. The quality of the work is inadequate 4. Interact with other members ineffectively	1. Missing most of the group events 2. Do not take any share of the overall work load 3. The quality of the work is Poor 4. No interaction with other Members

5. Individual Report	Students are required to submit an individual report of the project, including his/her own analysis, recommendation, and/or personal reflection of his/her learning in the discovery process of the project.	1. Strong ability to excellently integrate major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 2. Show excellent command to identify the various process and procedures in defined project topic. 3. Demonstrate outstanding competence of various marketing analysis instruments used in project. 4. Present and organize information excellently. 5. Reflect on the learning process with in-depth considerations and insights.	1. Good ability to reasonably integrate major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 2. Show good command to identify the various process and procedures in defined project topic. 3. Demonstrate good competence of various marketing analysis instruments used in project. 4. Present and organize information logically in a business format. 5. Reflect on the learning process with some considerations and insights.	1. Adequate ability to integrate major major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 2. Show sufficient command to identify the various process and procedures in defined project topic. 3. Demonstrate acceptable competence t of various marketing analysis instruments used in project. 4. Present and organize information in a business format. 5. Reflect on the learning process.	1. Marginal ability to integrate major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 2. Show some command to identify the various process and procedures in defined project topic. 3. Demonstrate some competence of various marketing analysis instruments used in project. 4. Present and organize information in an acceptable way. 5. Casually reflect on the learning process.	1. Can't able to integrate major points in defined project topic, and thoroughly identify the ways of defining, designing and conducting analytical issues. 2. Can't able to show some command to identify the various process and procedures in defined project topic. 3. Failed to demonstrate any competence of various marketing analysis instruments used in project. 4. Can't able to present and organize information in an acceptable way. 5. Can't able to reflect on the learning process.

6. Individual Reflection of Guest Talks	Students are required to write an individual reflection or comment on the content covered in guest talks.	1. Summarize the content of the talks with excellent additional relevant materials 2. Suggest excellent applications of the ideas from the talks 3. Detailed and insightful reflection of the ideas 4. Excellent English writing	1. Summarize the content of the talks with some relevant materials added. 2. Suggest some applications of the ideas from the talks 3. Some reflection of the Ideas 4. Good English writing	1. Summarize the main points of the content of the talks 2. Suggest a few applications of the ideas from the talks 3. Brief reflection of the ideas 4. Acceptable English writing	1. Summarize some content of the talks. 2. Do not suggest application of the ideas from the talk 3. No reflection of ideas 4. Poor English writing Unable to submit the reports before the deadline.	Unable to submit the reports before the deadline.

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.	INFOBANK 環球商訊庫 Business Briefing Database (Available in CityU Library)