

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Summer 2018**

---

---

**Part I Course Overview**

**Course Title:** Advanced Marketing Practices

**Course Code:** MKT6648

**Course Duration:** 1 Summer Term

**Credit Units:** 3

**Level:** P6

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) Nil

**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

This course aims to provide marketing practice opportunities to students and give their practical experiences required in real business world by communicating with client, finding their real and workable needed, preparing marketing plan, and managing the project so to fulfil commitment to clients.

### 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 client's real business problem from the communication with them		✓		
2.	Develop feasible implementation plan to satisfy defined request				✓
3.	Manage practical work plan of project				✓
4.	Solve critical problems in the working process			✓	
5.	Apply contemporary marketing practices to serve client in real business world			✓	
		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		
TLA1	Organize Meeting with Client	✓	✓	✓	✓	✓		
TLA2	Contemporary marketing practice workshops	✓	✓	✓	✓	✓		
TLA3	Project Meeting	✓	✓	✓	✓			
TLA4	Creative promotion materials		✓		✓	✓		
TLA5	Oral Presentation		✓		✓	✓		

### 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			
Continuous Assessment: 100%								
AT1: Communication with client	✓	✓	✓		✓		20%	
AT2: Creative promotion materials	✓	✓	✓	✓	✓		50%	
AT3: Oral presentation				✓	✓		30%	
Examination: _____% (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. Communication with client	1.1 Competence to catch up key points of client's request	Strong evidence and excellent competence	Good evidence of showing excellent competence	Sufficient evidence of showing excellent competence	Some evidence of showing excellent competence	Little evidence of showing excellent competence
	1.2 Understand client's decision making process and make work plan accordingly.	Clearly and correctly	Fairly clearly and mostly correctly	Fairly clearly and mostly correctly	Somewhat clearly and correctly	Unable
	1.3 Demonstrate project management skill to manage working process, feedback to client and response to client's sudden request or change.	Excellent	Good	Fair	Somewhat	Failed
	1.4 organize team participation of all group members	Excellent	Well organized	Fairly organized	Somewhat organized	Not organized
2. Creative promotion materials	2.1 ability to excellently integrate major points in defined project objectives, and thoroughly identify the ways of defining,	Excellent	Good	Adequate	Marginal	Unable

	<p>designing and conducting analytical issues.</p> <p>2.2 Show command to identify the various process and procedures in defined project topic.</p> <p>2.3 Demonstrate competence of various contemporary marketing practices used in project.</p> <p>2.4 Present and organize information in a promotion materials required by client.</p>	<p>Excellent</p> <p>Outstanding</p> <p>Excellent</p>	<p>Good</p> <p>Good</p> <p>Logical</p>	<p>Sufficient</p> <p>Acceptable</p> <p>Sufficient</p>	<p>Some</p> <p>Some</p> <p>Somewhat logical</p>	<p>Poor</p> <p>No</p> <p>Failed</p>
3.Oral Presentation	<p>3.1 Present and communicate information in oral and electronic format, and demonstrate competence to provide feasible and valuable suggestions related topic adding value to client.</p> <p>3.2 Show coverage of</p>	<p>Effective and excellent</p> <p>Excellent</p>	<p>Effective and good</p> <p>Good</p>	<p>Acceptable</p> <p>Fair</p>	<p>Marginal</p> <p>Marginal</p>	<p>Failed</p> <p>Unable</p>

	<p>contents and demonstrate time management skills.</p> <p>3.3 Provide answers to questions raised in the presentation Q&amp;A session.</p>	Quality	Good	Acceptable	Fair	Unable
--	---	---------	------	------------	------	--------

**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. Consulting service. Developing marketing strategies. Communication with client. Planning marketing programs. Contemporary marketing practice. 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.	Marketing 4.0: Moving From Traditional to Digital by Philip Kotlet, Hermawan Kartajaya, Iwan Setiawan, Publisher: Wiley 2017
2.	
3.	
...	

**2.2 Additional Readings**

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

1.	Hacking Marketing : Agile Practices to Make Marketing Smarter, Faster, and More Innovative by Brinker, Scott, Publisher: Wiley 2016 (Available in CityU E-book)
2.	
3.	
...	