

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2022/23**

Part I Course Overview

Course Title: Doctoral Studies: Marketing Modeling

Course Code: MKT8630

Course Duration: One Semester

Credit Units: 3

Level: Postgraduate

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Any research methodology course at postgraduate level

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 focuses on the quantitative modeling of business processes. The course aims to provide doctoral students with an in-depth exposure to major issues in related research.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Critically review existing tools and models for improving marketing decision effectiveness.		✓		
2.	Conduct quantitative research to examine marketing phenomena and process in ways that are amenable to decision modeling.			✓	
3.	Use research findings to generate new knowledge and creative solutions to marketing problems.				✓
		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)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
1. Lecture	Theories, concepts, and techniques of marketing modeling will be explained in class.	1	2	2				
2. Independent Study	Students should complete all suggested readings after each lecture.	1	2	2				
3. Class Discussion	Class discussion will be arranged during and off classes to ensure understanding and collaboration among students.	2	1	1				

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
1. Performances in Class Discussion	2	1	1				30%	
2. Individual Assignments	1	2	2				40%	
3. Group Research Paper and Presentation	2	2	2				30%	
							100%	

5. Assessment Rubrics

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Performances in Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show active attitude of learning. Attend 80%-90% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modeling. Show minimum attitude of learning. Attend less than 70% of the classes. 	
2. Individual Assignments		<ol style="list-style-type: none"> Show excellent ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate excellent ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show good ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate good ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show marginal ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate marginal ability to solve problems and think critically and independently. 	
3. Group Research Paper and Presentation		<ol style="list-style-type: none"> Demonstrate excellent ability to build and evaluate models. Demonstrate excellent ability to raise question and think critically. Show wonderful attitude of team work and cooperation. 	<ol style="list-style-type: none"> Demonstrate good ability to build and evaluate models. Demonstrate good ability to raise question and think critically. Show active attitude of team work and cooperation. 	<ol style="list-style-type: none"> Demonstrate marginal ability to build and evaluate models. Demonstrate marginal ability to raise question and think critically. Show minimum attitude of team work and cooperation. 	

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
1. Performances in Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show active attitude of learning. Attend 80%-90% of the classes. 	<ol style="list-style-type: none"> Demonstrate acceptable command of a reasonable amount of materials covered, with adequate ability to understand and evaluate the tools and models in marketing modeling. Show positive attitude of learning. Attend 70%-80% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modeling. Show minimum attitude of learning. Attend less than 70% of the classes. 	
2. Individual Assignments		<ol style="list-style-type: none"> Show excellent ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate excellent ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show good ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate good ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show acceptable ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate acceptable ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show marginal ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate marginal ability to solve problems and think critically and independently. 	

<p>3. Group Research Paper and Presentation</p>		<ol style="list-style-type: none"> 1. Demonstrate excellent ability to build and evaluate models. 2. Demonstrate excellent ability to raise question and think critically. 3. Show wonderful attitude of team work and cooperation. 	<ol style="list-style-type: none"> 1. Demonstrate good ability to build and evaluate models. 2. Demonstrate good ability to raise question and think critically. 3. Show active attitude of team work and cooperation. 	<ol style="list-style-type: none"> 1. Demonstrate acceptable ability to build and evaluate models. 2. Demonstrate acceptable ability to raise question and think critically. 3. Show positive attitude of team work and cooperation. 	<ol style="list-style-type: none"> 1. Demonstrate marginal ability to build and evaluate models. 2. Demonstrate marginal ability to raise question and think critically. 3. Show minimum attitude of team work and cooperation. 	
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Part III Other Information

1. Keyword Syllabus

Stochastic Models; Market Response Models; Model Extension; Pricing Models; Product-Design Techniques; Distribution Logistics; Communication Planning; Sales Resource Allocation; Normative-marketing-mix Models.

2. Reading List

2.1 Compulsory Readings

Reading materials will be provided in class.

2.2 Additional Readings

Nil