

**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 Strategy

Course Code: MKT8631

Course Duration: One Semester

Credit Units: 3

Level: Postgraduate

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 provides a comprehensive understanding of the evolution and evaluation of marketing theories. This course aims to help doctoral students develop their own marketing models through understanding some key issues in the philosophy of marketing science.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Appreciate new marketing theories that may emerge in the marketing literature.		✓		
2.	Describe key concepts and theories in marketing and critically evaluate marketing theories.			✓	
3.	Address issues related to theory building and develop creative research models.				✓
		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	
1. Seminar	Various schools of marketing thought and issues related to theory building will be covered.	✓	✓	✓	
2. Independent Research	Students will complete all suggested readings and critically review academic journal papers assigned.	✓	✓	✓	
3. Oral Presentations	Teaching staff will provide relevant topics and literatures for class discussions or verbal presentation.	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 100%					
1. Performances in Class Participation	✓	✓	✓	20%	
2. Oral Presentations	✓	✓	✓	30%	
3. Individual Assignment	✓	✓	✓	50%	
				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 Participation		<ol style="list-style-type: none"> Show excellent ability to scientifically synthesize and analyze as well as to do original thinking. Demonstrate excellent ability to raise question and think critically. Actively participate in class and group discussions and show enthusiasm in discussions. 	<ol style="list-style-type: none"> Be able to scientifically synthesize and analyze as well as to do some original thinking. Demonstrate good ability to raise question and think critically. Participate in class and group discussions and show positive attitude in discussions. 	<ol style="list-style-type: none"> Have some knowledge of subject matter and marginal ability to synthesize. Demonstrate marginal ability to raise question and think critically. Attend class and group discussions. Occasionally active when urged. 	
2. Oral Presentations		<ol style="list-style-type: none"> Show excellent command of all aspects of the whole presented content and thorough understanding of assigned literatures. Demonstrate excellent ability of interpretation and integration. Excellent ability to communicate and present information effectively. 	<ol style="list-style-type: none"> Show good knowledge of most aspects of the whole presented content and deep understanding of assigned literatures. Demonstrate good ability of interpretation and integration. Good ability to communicate and present information effectively. 	<ol style="list-style-type: none"> Show marginal command of all aspects of the whole presented content and basic understanding of assigned literatures. Show marginal ability of interpretation and integration. Marginal ability to communicate and present information. 	
3. Individual Assignment		<ol style="list-style-type: none"> Show excellent command of all aspects of the course and excellent capacity to address issues related to theory building. Demonstrate excellent ability to apply course content in research and to develop a creative research proposal. Strong evidence of original thinking with a high degree of creativity. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course and good capacity to address issues related to theory building. Demonstrate good ability to apply course content in research and to develop a meaningful research proposal. Good evidence of original thinking with degree of creativity. 	<ol style="list-style-type: none"> Show marginal command of course materials and marginal capacity to address issues related to theory building. Be able to apply some concepts of the course. Show marginal ability to develop a meaningful research proposal. Poor evidence of original thinking. 	

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Performances in Class Participation		<ol style="list-style-type: none"> Show excellent ability to scientifically synthesize and analyze as well as to do original thinking. Demonstrate excellent ability to raise question and think critically. Actively participate in class and group discussions and show enthusiasm in discussions 	<ol style="list-style-type: none"> Be able to scientifically synthesize and analyze as well as to do some original thinking. Demonstrate good ability to raise question and think critically. Participate in class and group discussions and show positive attitude in discussions. 	<ol style="list-style-type: none"> Be able to synthesize and analyze. Demonstrate acceptable ability to raise question and think critically. Participate in class and group discussions. Active when prompt. 	<ol style="list-style-type: none"> Have some knowledge of subject matter and marginal ability to synthesize. Demonstrate marginal ability to raise question and think critically. Attend class and group discussions. Occasionally active when urged. 	
2. Oral Presentations		<ol style="list-style-type: none"> Show excellent command of all aspects of the whole presented content and thorough understanding of assigned literatures. Demonstrate excellent ability of interpretation and integration. Excellent ability to communicate and present information effectively. 	<ol style="list-style-type: none"> Show good knowledge of most aspects of the whole presented content and deep understanding of assigned literatures. Demonstrate good ability of interpretation and integration. Good ability to communicate and present information effectively. 	<ol style="list-style-type: none"> Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of assigned literatures. Demonstrate fair ability of interpretation and integration. Acceptable ability to communicate and present information. 	<ol style="list-style-type: none"> Show marginal command of all aspects of the whole presented content and basic understanding of assigned literatures. Show marginal ability of interpretation and integration. Marginal ability to communicate and present information. 	

<p>3. Individual Assignment</p>		<ol style="list-style-type: none"> 1. Show excellent command of all aspects of the course and excellent capacity to address issues related to theory building. 2. Demonstrate excellent ability to apply course content in research and to develop a creative research proposal. 3. Strong evidence of original thinking with a high degree of creativity. 	<ol style="list-style-type: none"> 1. Show good coverage of most aspects of the course and good capacity to address issues related to theory building. 2. Demonstrate good ability to apply course content in research and to develop a meaningful research proposal. 3. Good evidence of original thinking with degree of creativity. 	<ol style="list-style-type: none"> 1. Demonstrate acceptable command of a reasonable amount of materials covered and acceptable capacity to address issues related to theory building. 2. Be able to apply major course content in research and to develop an acceptable research proposal. 3. Fair evidence of original thinking. 	<ol style="list-style-type: none"> 1. Show marginal command of course materials and marginal capacity to address issues related to theory building. 2. Be able to apply some concepts of the course. Show marginal ability to develop a meaningful research proposal. 3. Poor evidence of original thinking. 	
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Part III Other Information

1. Keyword Syllabus

Marketing Theory; Philosophy of Marketing Science; Theory Building; Hypothesis Testing.

2. Reading List

2.1 Compulsory Readings

Reading materials will be provided in class.

2.2 Additional Readings

Nil.