

City University of Hong Kong
Course Syllabus

offered by Department of Advanced Design and Systems Engineering
with effect from Semester A 2022 / 23

Part I Course Overview

Course Title:	Marketing Strategy for Engineers
Course Code:	ADSE6048
Course Duration:	One Semester
Credit Units:	3
Level:	P6
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	SEEM5009 Industrial Marketing Management for Engineers (offered until 2021/22) or ADSE5009 Industrial Marketing Management for Engineers
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	SEEM6048 Marketing Strategy for Engineers (offered until 2021/22)
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

This course aims to provide postgraduate engineering and engineering management students with the essentials of strategic marketing in today's industrial organizations. Students will appreciate how engineering activities and production operations influence, and are influenced by the organization's product and marketing strategies. At the operational level, through this course students will learn to develop and implement customer-focused marketing plans; at the strategic level, they will be able to align strategic marketing with organizational goals.

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.	Explain the strategic marketing process from situation analysis, strategy design, programme planning to implementation in today's industrial or engineering organization	25%		✓	
2.	Identify and evaluate market opportunities, assess customer values and product feasibility	25%	✓	✓	
3.	Identify market segments and formulate segmentation marketing strategy	25%	✓	✓	
4.	Develop and implement a customer-focused marketing strategy which includes clear justification and elucidation of a course of action for a chosen organization	25%	✓	✓	
		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	
Large Class activities: lectures	Topics given in keyword syllabus	✓	✓	✓		26 hours/ sem
Small Class/ group based learning activities	Case studies: group assignments; mini projects		✓	✓	✓	13 hours/sem (in-class) 39 hours/sem (ex-class)

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		
Continuous Assessment: 60 %						
Group Work	✓	✓	✓	✓	40%	
Case Studies		✓	✓	✓	20%	
Examination: 40 % (duration: 2 hours , if applicable)						
					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following 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. Group Work	Topical assignments	Excellent	Good	Marginal	Failure
2. Case Studies	Research, analysis and written/ oral presentation	Excellent	Good	Marginal	Failure
3. Examination		Excellent	Good	Marginal	Failure

For a student to pass the course, at least 30% of the maximum mark for the examination should be obtained.

The assessment will have 60:40 weightings for coursework and examination to emphasize the importance of continuous learning and evaluation of the learning outcome.

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. Group Work	Topical assignments	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Case Studies	Research, analysis and written/ oral presentation	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Examination		High	Significant	Moderate	Basic	Not even reaching marginal levels

For a student to pass the course, at least 30% of the maximum mark for the examination should be obtained.

The assessment will have 60:40 weightings for coursework and examination to emphasize the importance of continuous learning and evaluation of the learning outcome.

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.)

Strategic marketing process, market driven and customer-focused strategies, customer values and customer relationship management, market segmentation and positioning, development and implementation of customer-focused marketing strategy.

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.)

NIL

2.2 Additional Readings

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

1.	David Cravens and Nigel Piercy (2006) Strategic Marketing (8 th edition), :McGraw Hill.
2.	Gary Armstrong & Philip Kotler (2004) Principles of Marketing (10 th edition), Prentice Hall.
3.	Nirmalya Kumar, Jan-Benedict E.M. Steenkamp (2007) Private Label Strategy: how to meet the store brand challenge, Boston, Mass. : Harvard Business School Press.
4.	J. Paul Peter (1992) Marketing for the Manufacturer, Homewood, Ill. : Business One Irwin.
5.	Kotler, Philip (2003) Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know, Wiley & Sons, Hoboken, New Jersey.