

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester B 2024/25**

Part I Course Overview

Course Title: Marketing Technology and Analytics for Startups and Entrepreneurs

Course Code: FB6780

Course Duration: 1 semester

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 advanced, application-oriented course is designed to equip MBA students with promotion and marketing technology (MarTech) skills essential for success in today's startup/entrepreneurial ecosystem. The course bridges the gap between traditional marketing strategies and the specific needs and challenges of startups and entrepreneurs, providing students with a competitive edge in the rapidly evolving startups/entrepreneurs landscape.

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 how startups can leverage MarTech tools and analytics to drive growth and innovation.	20%	x	x	x
2.	Apply data-driven marketing strategies in real-world startup/entrepreneurs scenarios.	15%	x	x	
3.	Describe a professional business pitch, how to build a SEO friendly basic website and to design a basic META/Wechat campaign.	35%	x	x	
4.	Cultivate critical thinking and problem-solving skills through intensive case studies and practical projects.	30%	x	x	x
		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 real-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. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Discussion	Students will participate in discussion	x		x	x			
Project	Students will participate in mid-term project in developing a comprehensive marketing plan for a tech startup	x	x	x	x			
Online tests	Students will engage in the online practise tests with an 80% or above	x	x					
Pitching	Students will participate in team project to pitch + marketing plan for a startup or entrepreneur	x	x	x	x			

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: <u>100</u> %								
Case study analysis and presentation	x		x	x			20%	
Mid-term project	x	x	x	x			20%	
Google and META certifications	x	x					20%	
Final Presentation of team project	x	x	x	x			40%	
Examination: <u>0</u> % (duration: _____, 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 before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Case study analysis and presentation		<ul style="list-style-type: none"> - Consistently contributes thoughtful, insightful comments - Actively engages in discussions and group activities - Demonstrates thorough preparation and understanding of course materials 	<ul style="list-style-type: none"> - Regularly contributes to class discussions - Participates in most group activities - Shows good preparation and understanding of course materials 	<ul style="list-style-type: none"> - Occasionally contributes to class discussions - Participates in some group activities - Demonstrates basic preparation and understanding 	<ul style="list-style-type: none"> - Rarely contributes to class discussions - Minimal participation in group activities - Shows little preparation or understanding of course materials 	<ul style="list-style-type: none"> - Does not contribute to class discussions - Does not participate in group activities - Shows no preparation or understanding of course materials
2. Mid-term project		<ul style="list-style-type: none"> - Demonstrates comprehensive understanding and application of concepts - Provides innovative, well-reasoned solutions - Excellent presentation and communication of ideas 	<ul style="list-style-type: none"> - Shows good understanding and application of concepts - Provides solid, logical solutions - Clear presentation and communication of ideas 	<ul style="list-style-type: none"> - Demonstrates basic understanding of concepts - Provides adequate solutions with some gaps - Acceptable presentation and communication of ideas 	<ul style="list-style-type: none"> - Shows limited understanding of concepts - Provides incomplete or flawed solutions - Poor presentation and communication of ideas 	<ul style="list-style-type: none"> - Demonstrates no understanding of concepts - Fails to provide solutions or provides irrelevant responses - Unacceptable presentation and communication of ideas

3. Google and META certifications		<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 80% of above- and their student's ID 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 70% to 79%- and their student's ID 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 69% to 60%- and their student's ID 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 59% to 50% of above- and their student's ID 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of under 50%
4. Final Presentation of team project		<ul style="list-style-type: none"> - Develops a comprehensive, innovative marketing strategy - Demonstrates expert application of course concepts and frameworks - Provides in-depth market analysis and consumer insights - Presents a compelling, well-structured pitch - Excellent use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Develops a solid, well-reasoned marketing strategy - Shows good application of course concepts and frameworks - Provides good market analysis and consumer insights - Presents a clear, organized pitch - Good use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Develops an adequate marketing strategy with some gaps - Demonstrates basic application of course concepts and frameworks - Provides basic market analysis and consumer insights - Presents an acceptable pitch with some structural issues - Adequate use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Develops a weak or incomplete marketing strategy - Shows limited application of course concepts and frameworks - Provides superficial market analysis and consumer insights - Presents a poor or disorganized pitch - Limited use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Fails to develop a coherent marketing strategy - Shows no application of course concepts and frameworks - Provides no meaningful market analysis or consumer insights - Fails to present a pitch or presents an incomprehensible one - No use of digital marketing tools and techniques

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Case study analysis and presentation		<ul style="list-style-type: none"> - Consistently contributes thoughtful, insightful comments - Actively engages in discussions and group activities - Demonstrates thorough preparation and understanding of course materials 	<ul style="list-style-type: none"> - Regularly contributes to class discussions - Participates in most group activities - Shows good preparation and understanding of course materials 	<ul style="list-style-type: none"> - Rarely contributes to class discussions - Minimal participation in group activities - Shows little preparation or understanding of course materials 	<ul style="list-style-type: none"> - Does not contribute to class discussions - Does not participate in group activities - Shows no preparation or understanding of course materials
2. Mid-term project		<ul style="list-style-type: none"> - Demonstrates comprehensive understanding and application of concepts - Provides innovative, well-reasoned solutions - Excellent presentation and communication of ideas 	<ul style="list-style-type: none"> - Shows good understanding and application of concepts - Provides solid, logical solutions - Clear presentation and communication of ideas 	<ul style="list-style-type: none"> - Shows limited understanding of concepts - Provides incomplete or flawed solutions - Poor presentation and communication of ideas 	<ul style="list-style-type: none"> - Demonstrates no understanding of concepts - Fails to provide solutions or provides irrelevant responses - Unacceptable presentation and communication of ideas
3. Google and META certifications		<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 80% of 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of 69% to 	<ul style="list-style-type: none"> -Submit a screenshot of the Google practise test -with a result of under

		above- and their student's ID	70% to 79%- and their student's ID	50% of above- and their student's ID	50%
4. Final Presentation of team project		<ul style="list-style-type: none"> - Develops a comprehensive, innovative marketing strategy - Demonstrates expert application of course concepts and frameworks - Provides in-depth market analysis and consumer insights - Presents a compelling, well-structured pitch - Excellent use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Develops a solid, well-reasoned marketing strategy - Shows good application of course concepts and frameworks - Provides good market analysis and consumer insights - Presents a clear, organized pitch - Good use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Develops a weak or incomplete marketing strategy - Shows limited application of course concepts and frameworks - Provides superficial market analysis and consumer insights - Presents a poor or disorganized pitch - Limited use of digital marketing tools and techniques 	<ul style="list-style-type: none"> - Fails to develop a coherent marketing strategy - Shows no application of course concepts and frameworks - Provides no meaningful market analysis or consumer insights - Fails to present a pitch or presents an incomprehensible one - No use of digital marketing tools and techniques

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.)

Marketing, MarkTech, startups, entrepreneurship, project management, 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.)

1.	https://hbr.org/podcast/2023/10/the-strategy-mistake-too-many-startups-make
2.	https://hbr.org/2023/03/the-hybrid-start-up
3.	https://online.hbs.edu/blog/post/go-to-market-strategy-framework
Books	The Lean Startup Book by Eric Ries

2.2 Additional Readings

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

1.	Blue Ocean Strategy Book by Renée Mauborgne and W. Chan Kim
2.	
3.	
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