City University of Hong Kong Course Syllabus

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

Part I **Course Overview** Marketing Technology and Analytics for Startups and Entrepreneurs **Course Title: Course Code:** FB6780 **Course Duration:** 1 semester **Credit Units:** 3 Level: P6 Medium of **Instruction:** English Medium of English **Assessment: Prerequisites:** (Course Code and Title) Nil **Precursors**: Nil (Course Code and Title) **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	Discov	•	
		(if	curricu	ılum re	lated
		applicable)	learnin	g outco	omes
			(please	e tick	where
			approp	riate)	
			A1	A2	A3
1.	Explain how startups can leverage MarTech tools and	20%	X	X	X
	analytics to drive growth and innovation.				
2.	Apply data-driven marketing strategies in real-world	15%	X	X	
	startup/entrepreneurs scenarios.				
3.	Describe a professional business pitch, how to build a SEO	35%	X	X	
	friendly basic website and to design a basic META/Wechat				
	campaign.				
4.	Cultivate critical thinking and problem-solving skills	30%	X	X	X
	through intensive case studies and practical projects.				
		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	CIL	O No				Hours/week	
		1	2	3	4		(if applicable)	
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	Х	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 enttepreneur	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: _100	%						
Case study analysis and	X		X	X		20%	
presentation							
Mid-term project	X	X	X	X		20%	
Google and META	X	X				20%	
certifications							
Final Presentation of team	X	X	X	X		40%	
project							
Examination:0_% (duration: , if applicable)							
						100%	

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	Good	Fair	Marginal	Failure
		(A+, A, A-)	(B+, B, B-)	(C+, C, C-)	(D)	(F)
1. Case study analysis and		- Consistently	- Regularly	- Occasionally	- Rarely contributes	- Does not contribute
presentation		contributes thoughtful,	contributes to class	contributes to class	to class discussions	to class discussions
		insightful comments	discussions	discussions	- Minimal	- Does not participate
		- Actively engages in	- Participates in most	- Participates in	participation in	in group activities
		discussions and group	group activities	some group	group activities	- Shows no
		activities	- Shows good	activities	- Shows little	preparation or
		- Demonstrates	preparation and	- Demonstrates	preparation or	understanding of
		thorough preparation	understanding of	basic preparation	understanding of	course materials
		and understanding of	course materials	and understanding	course materials	
		course materials				
0.3511						
2. Mid-term project		- Demonstrates	- Shows good	- Demonstrates	- Shows limited	- Demonstrates no
		comprehensive	understanding and	basic understanding	understanding of	understanding of
		understanding and	application of	of concepts	concepts	concepts
		application of concepts	concepts	- Provides adequate	- Provides	- Fails to provide
		- Provides innovative,	- Provides solid,	solutions with some	incomplete or	solutions or provides
		well-reasoned solutions	logical solutions	gaps	flawed solutions	irrelevant responses
		- Excellent presentation	- Clear presentation	- Acceptable	- Poor presentation	- Unacceptable
		and communication of	and communication	presentation and	and communication	presentation and
		ideas	of ideas	communication of	of ideas	communication of
				ideas		ideas

3. Google and	-Submit a screenshot of	-Submit a screenshot	-Submit a	-Submit a	-Submit a screenshot
META certifications	the Google practise test	of the Google	screenshot of the	screenshot of the	of the Google
Continuations	-with a result of 80% of	practise test -with a	Google practise test	Google practise test	practise test -with a
	above- and their	result of 70% to	-with a result of	-with a result of	result of under 50%
	student's ID	79%- and their	69% to 60%- and	59% to 50% of	
		student's ID	their student's ID	above- and their	
				student's ID	
4. Final Presentation of	- Develops a	- Develops a solid,	- Develops an	- Develops a weak	- Fails to develop a
team project	comprehensive,	well-reasoned	adequate marketing	or incomplete	coherent marketing
1 3	innovative marketing	marketing strategy	strategy with some	marketing strategy	strategy
	strategy	- Shows good	gaps	- Shows limited	- Shows no
	- Demonstrates expert	application of course	- Demonstrates	application of	application of course
	application of course	concepts and	basic application of	course concepts and	concepts and
	concepts and	frameworks	course concepts and	frameworks	frameworks
	frameworks	- Provides good	frameworks	- Provides	- Provides no
	- Provides in-depth	market analysis and	- Provides basic	superficial market	meaningful market
	market analysis and	consumer insights	market analysis and	analysis and	analysis or consumer
	consumer insights	- Presents a clear,	consumer insights	consumer insights	insights
	- Presents a	organized pitch	- Presents an	- Presents a poor or	- Fails to present a
	compelling, well-	- Good use of digital	acceptable pitch	disorganized pitch	pitch or presents an
	structured pitch	marketing tools and	with some	- Limited use of	incomprehensible
	- Excellent use of	techniques	structural issues	digital marketing	one
	digital marketing tools		- Adequate use of	tools and	- No use of digital
	and techniques		digital marketing	techniques	marketing tools and
			tools and		techniques
			techniques		

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

Assessment Task	Criterion	Excellent	Good	Marginal	Failure (F)
1. Case study		(A+, A, A-) - Consistently	(B+, B) - Regularly contributes	(B-, C+, C) - Rarely contributes to	- Does not contribute to
analysis and		contributes thoughtful,	to class discussions	class discussions	class discussions
presentation		insightful comments	- Participates in most	- Minimal participation	- Does not participate in
		- Actively engages in	group activities	in group activities	group activities
		' ' ' '		- Shows little	
		discussions and group	- Shows good		- Shows no preparation
		activities	preparation and	preparation or	or understanding of
		- Demonstrates	understanding of	understanding of	course materials
		thorough preparation	course materials	course materials	
		and understanding of			
		course materials			
2. Mid-term project		- Demonstrates	- Shows good	- Shows limited	- Demonstrates no
		comprehensive	understanding and	understanding of	understanding of
		understanding and	application of	concepts	concepts
		application of concepts	concepts	- Provides incomplete	- Fails to provide
		- Provides innovative,	- Provides solid,	or flawed solutions	solutions or provides
		well-reasoned solutions	logical solutions	- Poor presentation and	irrelevant responses
		- Excellent presentation	- Clear presentation	communication of	- Unacceptable
		and communication of	and communication of	ideas	presentation and
		ideas	ideas		communication of ideas
3. Google and META		-Submit a screenshot of	-Submit a screenshot	-Submit a screenshot of	-Submit a screenshot of
META certifications		the Google practise test	of the Google practise	the Google practise test	the Google practise test
		-with a result of 80% of	test -with a result of	-with a result of 69% to	-with a result of under

	above- and their	70% to 79% - and their	50% of above- and	50%
	student's ID	student's ID	their student's ID	
4. Final				
Presentation of	- Develops a	- Develops a solid,	- Develops a weak or	- Fails to develop a
team project	comprehensive,	well-reasoned	incomplete marketing	coherent marketing
	innovative marketing	marketing strategy	strategy	strategy
	strategy	- Shows good	- Shows limited	- Shows no application
	- Demonstrates expert	application of course	application of course	of course concepts and
	application of course	concepts and	concepts and	frameworks
	concepts and	frameworks	frameworks	- Provides no
	frameworks	- Provides good	- Provides superficial	meaningful market
	- Provides in-depth	market analysis and	market analysis and	analysis or consumer
	market analysis and	consumer insights	consumer insights	insights
	consumer insights	- Presents a clear,	- Presents a poor or	- Fails to present a pitch
	- Presents a	organized pitch	disorganized pitch	or presents an
	compelling, well-	- Good use of digital	- Limited use of digital	incomprehensible one
	structured pitch	marketing tools and	marketing tools and	- No use of digital
	- Excellent use of	techniques	techniques	marketing tools and
	digital marketing tools			techniques
	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.	