

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Semester B 2024/25**

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**Part I Course Overview**

**Course Title:** Strategic Marketing

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**Course Code:** MKT5647

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**Course Duration:** Intensive Teaching Mode / One Semester

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**Credit Units:** 3

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**Level:** P5

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**Medium of**

**Instruction:** English

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**Medium of**

**Assessment:** English

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**Prerequisites:**

*(Course Code and Title)* Nil

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**Precursors:**

*(Course Code and Title)* Nil

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**Equivalent Courses:**

*(Course Code and Title)* Nil

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**Exclusive Courses:**

*(Course Code and Title)* Nil

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## Part II Course Details

### 1. Abstract

This course aims to teach students how to apply game-theoretic analysis to develop effective marketing/business strategies. The ultimate aim is to strengthen students' abilities to think strategically in business situations, rather than to teach them facts or theories.

### 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.	Use the framework to analyze business issues from a much broader perspective;		✓		
2.	Identify all the key players in any business context;			✓	
3.	Link seemingly unrelated games to their advantage;			✓	
4.	Develop creative strategies that may bring win-win outcomes;				✓
5.	Compete and cooperate effectively in both B2B and B2C markets.				✓
		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, acquire research skills, synthesize knowledge across disciplines or apply academic knowledge to real-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artifacts, 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	5	
Lectures	Learn about game theories and analytical frameworks through lectures. Ethics-related issues will be integrated and discussed throughout the sessions.	✓	✓	✓	✓	✓	
Group Project Report	Students will form self-selected groups to collaboratively complete a term project on a real marketing issue. They will prepare a report and presentation, applying the knowledge and frameworks learned in class. Students can	✓	✓	✓	✓	✓	

	choose a project topic of interest or receive an assigned topic from the instructor. At the end of the term, they will evaluate each group member's contribution to address potential free-riding.						
Peer Discussion	Deliver a 20-minute presentation on the group project during the final sessions, followed by a 20-minute Q&A. Share insights and answer questions from the class.	✓	✓	✓	✓	✓	
Case Analysis	Write and submit analyses on two selected cases before they are studied in class.	✓	✓	✓	✓	✓	
In-class Discussion	Engage in discussions to probe, extend, and apply material from readings and cases. Be prepared for each session and contribute actively to class discussions.	✓	✓	✓	✓	✓	

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

The project report is to assess student's competence level to apply the learned marketing concepts to a real business situation as well as working effectively as a team.

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 70%							
In-class Participation	✓	✓	✓	✓	✓	10%	
Group Term Project Report	✓	✓	✓	✓	✓	40%	
Group Term Project Presentation	✓	✓	✓	✓	✓		
Case Analysis	✓	✓	✓	✓	✓	20%	
Examination: 30% (duration: 2 hours )							
Final Exam	✓	✓	✓	✓	✓	30%	
						100%	

Regulation of the course:

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course

## 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. In-class Discussion	1. Strong evidence of showing familiarity with key concepts and definitions	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points and make important contributions of the assigned questions or problems.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. High participation and excellent presentation skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Term Project Report	1. Strong ability to excellently integrate major concepts of game theory to marketing problems, and thoroughly identify the ways of defining, designing and conducting analytical marketing analysis.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Show excellent command to identify the various process and procedures in analytical decision making.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Demonstrate outstanding competence to analyze marketing data using software package.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4. Provide excellent, practical and effective recommendations to a marketing problem based on the analysis of marketing data with a strong emphasis on business ethics.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	5. Present and organize information excellently in a business report format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group Term Project Presentation	1. Present and communicate information effectively and excellently in oral and electronic format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Show excellent coverage of contents and demonstrate excellent time management skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Provide quality answers to questions raised in the presentation Q&A session.	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Case Analysis	1. Strong evidence of showing familiarity with the case and the key issues involved.	High	Significant	Moderate	Basic	Not even reaching marginal levels

	2. Clearly and correctly state most critical points in the case and make excellent analyses on the assigned questions on the case.	High	Significant	Moderate	Basic	Not even reaching marginal levels
5. Final Examination	1. Show superior grasp of all aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments deeply.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Show excellent command of the marketing planning process and its key roles in financial services organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Demonstrate excellent ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4. Show excellent ability to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	High	Significant	Moderate	Basic	Not even reaching marginal levels

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. In-class Discussion	1. Strong evidence of showing familiarity with key concepts and definitions	High	Significant	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points and make important contributions of the assigned questions or problems.	High	Significant	Basic	Not even reaching marginal levels
	3. High participation and excellent presentation skills.	High	Significant	Basic	Not even reaching marginal levels
2. Group Term Project Report	1. Strong ability to excellently integrate major concepts of game theory to marketing problems, and thoroughly identify the ways of defining, designing and conducting analytical marketing analysis.	High	Significant	Basic	Not even reaching marginal levels
	2. Show excellent command to identify the various process and procedures in analytical decision making.	High	Significant	Basic	Not even reaching marginal levels
	3. Demonstrate outstanding competence to analyze marketing data using software package.	High	Significant	Basic	Not even reaching marginal levels

	4. Provide excellent, practical and effective recommendations to a marketing problem based on the analysis of marketing data with a strong emphasis on business ethics.	High	Significant	Basic	Not even reaching marginal levels
	5. Present and organize information excellently in a business report format.	High	Significant	Basic	Not even reaching marginal levels
3. Group Term Project Presentation	1. Present and communicate information effectively and excellently in oral and electronic format.	High	Significant	Basic	Not even reaching marginal levels
	2. Show excellent coverage of contents and demonstrate excellent time management skills.	High	Significant	Basic	Not even reaching marginal levels
	3. Provide quality answers to questions raised in the presentation Q&A session.	High	Significant	Basic	Not even reaching marginal levels
4. Case Analysis	1. Strong evidence of showing familiarity with the case and the key issues involved.	High	Significant	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points in the case and make excellent analyses on the assigned questions on the case.	High	Significant	Basic	Not even reaching marginal levels
5. Final Examination	1. Show superior grasp of all aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments deeply.	High	Significant	Basic	Not even reaching marginal levels
	2. Show excellent command of the marketing planning process and its key roles in financial services organizations.	High	Significant	Basic	Not even reaching marginal levels
	3. Demonstrate excellent ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.	High	Significant	Basic	Not even reaching marginal levels
	4. Show excellent ability to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	High	Significant	Basic	Not even reaching marginal levels

**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.)*

Game theory, competition, cooperation, information, value net, players, added values, rules, game tactics, game scope.

**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.	Avinash K. Dixit and Barry J. Nalebuff “Thinking Strategically” Norton
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**2.2 Additional Readings**

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

1.	Title: Co-opetition Author: Barry J. Nalebuff and Adam M. Brandenburger Publisher: HarperCollins Edition:1st ISBN:0 00 255654 5
2.	A few Harvard Business School Cases