

**City University of Hong Kong
Course Syllabus**

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

Part I Course Overview

Course Title:	Advanced Marketing Practices
Course Code:	MKT6648
Course Duration:	1 Summer Term
Credit Units:	3
Level:	P6
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

This course aims to provide marketing practice opportunities to students and give their practical experiences required in real business world by communicating with client, finding their real and workable needed, preparing marketing plan, and managing the project so to fulfil commitment to clients.

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.	Students will acquire knowledge of various concepts through lectures and case studies, apply these theories to real business problems, and identify clients' actual business challenges through direct communication.		✓		
2.	Students will analyse cases to apply concepts across various industries, develop and present actionable implementation plans to meet specified requests.		✓	✓	✓
3.	Students will collaborate in groups to create and oversee detailed project work plans, implementing and managing practical strategies for project execution.				✓
4.	Solve critical problems in the working process			✓	
5.	Students will draft reports and implement current marketing practices to address client needs in real-world business scenarios.			✓	
		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	5		
Corporate visits	Students will collaborate in corporate visits and it helps them to bridge the gap between theoretical knowledge and practical application	✓	✓	✓	✓	✓		
Project workshops	Students will participate in project workshops and it will offer them a dynamic platform to stay abreast of rapidly evolving marketing trends and techniques.	✓	✓	✓	✓	✓		
Project group discussions	Students will share ideas, debate approaches, and collectively work towards project goals through project group discussions	✓	✓	✓	✓			
Project creation design	Students will organize creative promotion materials and it will enable them to begin with brainstorming sessions to generate innovative ideas		✓		✓	✓		
Oral presentation	Students will perform oral presentations which will enhance their communication skills.		✓		✓	✓		

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	5			
Continuous Assessment: 100 %								
AT1: Communication with client	✓	✓	✓		✓		20%	
AT2: Creative promotion materials	✓	✓	✓	✓	✓		50%	
AT3: Oral presentation				✓	✓		30%	
Examination: ____% (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. Communication with client	1.1 Competence to catch up on key points of the client's request	Strong evidence and excellent competence	Good evidence of showing excellent competence	Sufficient evidence of showing excellent competence	Some evidence of showing excellent competence	Little evidence of showing excellent competence
	1.2 Understand the client's decision-making process and make a work plan accordingly.	Clearly and correctly	Fairly clearly and mostly correctly	Fairly clearly and mostly correctly	Somewhat clearly and correctly	Unable
	1.3 Demonstrate project management skills to manage the working process, feedback to clients, and respond to clients' sudden requests or changes	Excellent	Good	Fair	Somewhat	Failed
	1.4 organize team participation of all group members	Excellent	Well organized	Fairly organized	Somewhat organized	Not organized
2. Creative promotion materials	2.1 ability to excellently integrate major points in defined project objectives, and thoroughly identify the ways of defining, designing and conducting analytical issues.	Excellent	Good	Adequate	Marginal	Unable
	2.2 Show command to identify the various process and procedures in defined project topic.	Excellent	Good	Sufficient	Some	Poor
	2.3 Demonstrate competence of various contemporary marketing practices used in project.	Outstanding	Good	Acceptable	Some	No
	2.4 Present and organize information in a promotion materials required by client.	Excellent	Logical	Sufficient	Somewhat logical	Failed

3.Oral Presentation	3.1 Present and communicate information in oral and electronic format, and demonstrate competence to provide feasible and valuable suggestions related topic adding value to client.	Effective and excellent	Effective and good	Acceptable	Marginal	Failed
	3.2 Show coverage of contents and demonstrate time management skills.	Excellent	Good	Fair	Marginal	Unable
	3.3 Provide answers to questions raised in the presentation Q&A session.	Quality	Good	Acceptable	Fair	Unable

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. Communication with client	1.1 Competence to catch up on key points of the client's request	Strong evidence and excellent competence	Good evidence of showing excellent competence	Some evidence of showing excellent competence	Little evidence of showing excellent competence
	1.2 Understand the client's decision-making process and make a work plan accordingly.	Clearly and correctly	Fairly clearly and mostly correctly	Somewhat clearly and correctly	Unable
	1.3 Demonstrate project management skills to manage the working process, feedback to clients, and respond to clients' sudden requests or changes	Excellent	Good	Somewhat	Failed
	1.4 organize team participation of all group members	Excellent	Well organized	Somewhat organized	Not organized
2. Creative promotion materials	2.1 ability to excellently integrate major points in defined project objectives, and thoroughly identify the ways of defining, designing and conducting analytical issues.	Excellent	Good	Marginal	Unable
		Excellent	Good	Some	Poor

	<p>2.2 Show command to identify the various process and procedures in defined project topic.</p> <p>2.3 Demonstrate competence in various contemporary marketing practices used in the project.</p> <p>2.4 Present and organize information in promotion materials required by the client.</p>	<p>Outstanding</p> <p>Excellent</p>	<p>Good</p> <p>Logical</p>	<p>Some</p> <p>Somewhat logical</p>	<p>No</p> <p>Failed</p>
3. Oral Presentation	<p>3.1 Present and communicate information in oral and electronic format, and demonstrate competence to provide feasible and valuable suggestions related topic adding value to client.</p> <p>3.2 Show coverage of contents and demonstrate time management skills.</p> <p>3.3 Provide answers to questions raised in the presentation Q&A session.</p>	<p>Effective and excellent</p> <p>Excellent</p> <p>Quality</p>	<p>Effective and good</p> <p>Good</p> <p>Good</p>	<p>Marginal</p> <p>Marginal</p> <p>Fair</p>	<p>Failed</p> <p>Unable</p> <p>Unable</p>

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.)

Project management. Consulting service. Developing marketing strategies. Communication with client. Planning marketing programs. Contemporary marketing practice. Business ethics and social responsibilities

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.	Marketing 4.0: Moving From Traditional to Digital by Philip Kotlet, Hermawan Kartajaya, Iwan Setiawan, Publisher: Wiley 2017
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2.2 Additional Readings

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

1.	Hacking Marketing : Agile Practices to Make Marketing Smarter, Faster, and More Innovative by Brinker, Scott, Publisher: Wiley 2016 (Available in CityU E-book)
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