

**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: Doctoral Studies: Marketing Modeling

Course Code: MKT8630

Course Duration: One Semester

Credit Units: 3

Level: Postgraduate

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Microeconomics course at the Phd level

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 course provides an overview of analytical models on marketing strategy

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes		
			A1	A2	A3
1.	Critically review existing tools and models on Marketing Strategy		✓	✓	✓
2.	Develop potential research projects on Marketing Strategy.		✓	✓	✓
		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. Learning and Teaching Activities (LTAs)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
1. Lecture	Students will receive explanations of marketing modelling theories, concepts, and techniques in class.	1	2			
2. Independent Study	Students should complete all suggested readings after each lecture.	1	2			
3. Peer Discussion	Students will engage in class discussions both during and outside of class times to promote understanding and collaboration.	1	2			

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 50%						
1. Class Discussion	1	2			20%	
2. Individual Assignments	1	2			20%	
3. Presentation	1	2			10%	
Examination/Paper: 50% (duration: , if applicable)					100%	

5. Assessment 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-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show active attitude of learning. Attend 80%-90% of the classes. 	<ol style="list-style-type: none"> Demonstrate acceptable command of a reasonable amount of materials covered, with adequate ability to understand and evaluate the tools and models in marketing modeling. Show positive attitude of learning. Attend 70%-80% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modeling. Show minimum attitude of learning. Attend less than 70% of the classes. 	
2. Individual Assignments		<ol style="list-style-type: none"> Show excellent ability to apply course content to solve marketing problems. Demonstrate excellent ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show good ability to apply course content to solve marketing problems. Demonstrate good ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show acceptable ability to apply course content to solve marketing problems. Demonstrate acceptable ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show marginal ability to apply course content to solve marketing problems. Demonstrate marginal ability to solve problems and think critically and independently. 	
3. Presentation		<ol style="list-style-type: none"> Demonstrate excellent ability to build and evaluate models. 	<ol style="list-style-type: none"> Demonstrate good ability to build and evaluate models. 	<ol style="list-style-type: none"> Demonstrate acceptable ability to build and evaluate models. 	<ol style="list-style-type: none"> Demonstrate marginal ability to build and evaluate models. 	

		2. Demonstrate excellent ability to raise question and think critically.	2. Demonstrate good ability to raise question and think critically.	2. Demonstrate acceptable ability to raise question and think critically.	2. Demonstrate marginal ability to raise question and think critically.	
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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. Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling. Show active attitude of learning. Attend 80%-90% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modeling. Show minimum attitude of learning. Attend less than 70% of the classes. 	
2. Individual Assignments		<ol style="list-style-type: none"> Show excellent ability to apply course content to solve marketing problems. Demonstrate excellent ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show good ability to apply course content to solve marketing problems. Demonstrate good ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show marginal ability to apply course content to solve marketing problems. Demonstrate marginal ability to solve problems and think critically and independently. 	
3. Presentation		<ol style="list-style-type: none"> Demonstrate excellent ability to build and evaluate models. Demonstrate excellent ability to raise question and think critically. 	<ol style="list-style-type: none"> Demonstrate good ability to build and evaluate models. Demonstrate good ability to raise question and think critically. 	<ol style="list-style-type: none"> Demonstrate marginal ability to build and evaluate models. Demonstrate marginal ability to raise question and think critically. 	

Part III Other Information

1. Keyword Syllabus

Pricing, product design and strategy, signaling, distribution, sales force, advertising, promotion

2. Reading List

2.1 Compulsory Readings

Reading materials will be provided in class.

2.2 Additional Readings

Nil