

**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:	<u>Doctoral Studies: Marketing Strategy</u>
Course Code:	<u>MKT8631</u>
Course Duration:	<u>One Semester</u>
Credit Units:	<u>3</u>
Level:	<u>Postgraduate</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Nil</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>Nil</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

This course provides an in-depth exploration of the evolution and critical evaluation of marketing theories. Tailored for doctoral students, it aims to enhance their understanding of the core principles and philosophies that underpin marketing science. By delving into key issues, theoretical frameworks, and contemporary advancements, students will be well-equipped to develop and refine their own innovative marketing models. The course emphasizes the historical context of marketing strategies, as well as current trends and future directions. Through rigorous analysis and discussion, students will gain a comprehensive grasp of the subject, supporting their advanced research and practical applications in the dynamic field of marketing.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes		
			A1	A2	A3
1.	Appreciate new marketing theories that may emerge in the marketing literature.		✓		
2.	Describe key concepts and theories in marketing and critically evaluate marketing theories.			✓	
3.	Address issues related to theory building and develop creative research models.				✓
		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	
1. Seminar	Students will explore various schools of marketing thought and issues related to theory building.	✓	✓	✓	
2. Independent Research	Students will complete all suggested readings and critically review academic journal papers assigned.	✓	✓	✓	
3. Peer Discussion	Students will receive relevant topics and literature from teaching staff for class discussions or verbal presentations.	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 100%					
1. Performances in Class Participation	✓	✓	✓	20%	
2. Oral Presentations	✓	✓	✓	30%	
3. Individual Assignment	✓	✓	✓	50%	
Examination: 0 % (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-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Performances in Class Participation		<ol style="list-style-type: none"> Show excellent ability to scientifically synthesize and analyze as well as to do original thinking. Demonstrate excellent ability to raise question and think critically. Actively participate in class and group discussions and show enthusiasm in discussions. 	<ol style="list-style-type: none"> Be able to scientifically synthesize and analyze as well as to do some original thinking. Demonstrate good ability to raise question and think critically. Participate in class and group discussions and show positive attitude in discussions. 	<ol style="list-style-type: none"> Be able to synthesize and analyze. Demonstrate acceptable ability to raise question and think critically. Participate in class and group discussions. Active when prompt. 	<ol style="list-style-type: none"> Have some knowledge of subject matter and marginal ability to synthesize. Demonstrate marginal ability to raise question and think critically. Attend class and group discussions. Occasionally active when urged. 	
2. Oral Presentations		<ol style="list-style-type: none"> Show excellent command of all aspects of the whole presented content and thorough understanding of assigned literatures. Demonstrate excellent ability of interpretation and integration. Excellent ability to communicate and present information effectively. 	<ol style="list-style-type: none"> Show good knowledge of most aspects of the whole presented content and deep understanding of assigned literatures. Demonstrate good ability of interpretation and integration. Good ability to communicate and present information effectively. 	<ol style="list-style-type: none"> Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of assigned literatures. Demonstrate fair ability of interpretation and integration. Acceptable ability to communicate and present information. 	<ol style="list-style-type: none"> Show marginal command of all aspects of the whole presented content and basic understanding of assigned literatures. Show marginal ability of interpretation and integration. Marginal ability to communicate and present information. 	
3. Individual Assignment		<ol style="list-style-type: none"> Show excellent command of all aspects of the course and excellent capacity to address issues related to theory building. Demonstrate excellent ability to apply course 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course and good capacity to address issues related to theory building. Demonstrate good 	<ol style="list-style-type: none"> Demonstrate acceptable command of a reasonable amount of materials covered and acceptable capacity to address issues related to theory building. 	<ol style="list-style-type: none"> Show marginal command of course materials and marginal capacity to address issues related to theory building. Be able to apply some 	

		content in research and to develop a creative research proposal. 3. Strong evidence of original thinking with a high degree of creativity.	ability to apply course content in research and to develop a meaningful research proposal. 3. Good evidence of original thinking with degree of creativity.	2. Be able to apply major course content in research and to develop an acceptable research proposal. 3. Fair evidence of original thinking.	concepts of the course. Show marginal ability to develop a meaningful research proposal. 3. Poor evidence of original thinking.	
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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. Performances in Class Participation		1. Show excellent ability to scientifically synthesize and analyze as well as to do original thinking. 2. Demonstrate excellent ability to raise question and think critically. 3. Actively participate in class and group discussions and show enthusiasm in discussions.	1. Be able to scientifically synthesize and analyze as well as to do some original thinking. 2. Demonstrate good ability to raise question and think critically. 3. Participate in class and group discussions and show positive attitude in discussions.	1. Have some knowledge of subject matter and marginal ability to synthesize. 2. Demonstrate marginal ability to raise question and think critically. 3. Attend class and group discussions. Occasionally active when urged.	
2. Oral Presentations		1. Show excellent command of all aspects of the whole presented content and thorough understanding of assigned literatures. 2. Demonstrate excellent ability of interpretation and integration. 3. Excellent ability to communicate and present information effectively.	1. Show good knowledge of most aspects of the whole presented content and deep understanding of assigned literatures. 2. Demonstrate good ability of interpretation and integration. 3. Good ability to communicate and present information effectively.	1. Show marginal command of all aspects of the whole presented content and basic understanding of assigned literatures. 2. Show marginal ability of interpretation and integration. 3. Marginal ability to communicate and present information.	
3. Individual Assignment		1. Show excellent command of all aspects of the course and excellent capacity to address issues related to theory building. 2. Demonstrate excellent ability to apply course content in research and to develop a creative research proposal.	1. Show good coverage of most aspects of the course and good capacity to address issues related to theory building. 2. Demonstrate good ability to apply course content in research and to develop a meaningful research	1. Show marginal command of course materials and marginal capacity to address issues related to theory building. 2. Be able to apply some concepts of the course. Show marginal ability to develop a meaningful research	

		3. Strong evidence of original thinking with a high degree of creativity.	proposal. 3. Good evidence of original thinking with degree of creativity.	proposal. 3. Poor evidence of original thinking.	
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Part III Other Information

1. Keyword Syllabus

Module 1: Marketing Theory

Week 1: Introduction to Marketing Theory

1. Overview of key marketing theories
2. Historical evolution of marketing thought

Week 2: Classic Marketing Theories

1. The 4Ps of Marketing
2. Consumer Behavior Models

Week 3: Contemporary Marketing Theories

1. Relationship Marketing
2. Digital Marketing Theories

Week 4: Critical Evaluation of Marketing Theories

1. Strengths and limitations of various marketing theories
2. Case studies and real-world applications

Readings:

- Kotler, P. & Keller, K. L. (2016). *Marketing Management*.
- Sheth, J. N., Gardner, D. M., & Garrett, D. E. (1988). *Marketing Theory: Evolution and Evaluation*.

Module 2: Philosophy of Marketing Science

Week 5: Introduction to the Philosophy of Marketing Science

1. Key philosophical concepts in marketing
2. Positivism vs. interpretivism in marketing research

Week 6: Epistemology and Ontology in Marketing

1. The nature of marketing knowledge
2. How marketing knowledge is acquired and validated

Week 7: Ethical Considerations in Marketing Science

1. Ethical issues in marketing research
2. The role of ethics in marketing theory and practice

Week 8: Philosophical Debates in Marketing Science

1. Contemporary debates and future directions
2. Implications for marketing practice

Readings:

- Hunt, S. D. (2002). *Foundations of Marketing Theory: Toward a General Theory of Marketing*.
- Zaltman, G. (2003). *How Customers Think: Essential Insights into the Mind of the Market*.

Module 3: Theory Building

Week 9: Fundamentals of Theory Building

1. What constitutes a theory in marketing
2. Steps in the theory-building process

Week 10: Developing Marketing Models

1. Conceptual frameworks and model development
2. Integrating theory and practice

Week 11: Theory Building in Practice

1. Case studies of successful marketing theories
2. Group projects on developing marketing models

Week 12: Critiquing and Refining Theories

1. Peer review of group projects
2. Techniques for refining and improving theories

Readings:

- Dubin, R. (1978). Theory Building.
- Whetten, D. A. (1989). "What constitutes a theoretical contribution?" *Academy of Management Review*.

Module 4: Hypothesis Testing

Week 13: Introduction to Hypothesis Testing

1. The role of hypotheses in marketing research
2. Formulating testable hypotheses

Week 14: Research Design and Methodology

1. Designing experiments and surveys
2. Quantitative and qualitative methods

Week 15: Data Collection and Analysis

1. Techniques for data collection
2. Statistical methods for hypothesis testing

Week 16: Reporting and Interpreting Results

1. Presenting research findings
2. Implications for theory and practice

Readings:

- Kerlinger, F. N. & Lee, H. B. (2000). *Foundations of Behavioral Research*.
- Churchill, G. A., & Iacobucci, D. (2010). *Marketing Research: Methodological Foundations*.

Assessment:

- Participation and class discussions: 20%
- Assignments and case studies: 30%
- Group project on developing a marketing model: 25%
- Final research paper on hypothesis testing: 25%

2. Reading List

2.1 Compulsory Readings

Reading materials will be provided in class.

- Kotler, P. & Keller, K. L. (2016). *Marketing Management*.
- Sheth, J. N., Gardner, D. M., & Garrett, D. E. (1988). *Marketing Theory: Evolution and Evaluation*.
- Hunt, S. D. (2002). *Foundations of Marketing Theory: Toward a General Theory of Marketing*.
- Zaltman, G. (2003). *How Customers Think: Essential Insights into the Mind of the Market*.
- Dubin, R. (1978). Theory Building.
- Whetten, D. A. (1989). "What constitutes a theoretical contribution?" *Academy of Management Review*.
- Kerlinger, F. N. & Lee, H. B. (2000). *Foundations of Behavioral Research*.
- Churchill, G. A., & Iacobucci, D. (2010). *Marketing Research: Methodological Foundations*.

2.2 Additional Readings

Nil.