

City University of Hong Kong
Course Syllabus

offered by Department of Systems Engineering
with effect from Semester A 2024 / 25

Part I Course Overview

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| Course Title: | <u>Marketing Strategy for Engineers</u> |
| Course Code: | <u>SYE6048</u> |
| Course Duration: | <u>One Semester</u> |
| Credit Units: | <u>3</u> |
| Level: | <u>P6</u> |
| Medium of Instruction: | <u>English</u> |
| Medium of Assessment: | <u>English</u> |
| Prerequisites: <i>(Course Code and Title)</i> | <u>SEEM5009 Industrial Marketing Management for Engineers (offered until 2021/22) or ADSE5009 Industrial Marketing Management for Engineers (offered until 2023/24) or SYE5009 Industrial Marketing Management for Engineers</u> |
| Precursors: <i>(Course Code and Title)</i> | <u>Nil</u> |
| Equivalent Courses: <i>(Course Code and Title)</i> | <u>SEEM6048 Marketing Strategy for Engineers (offered until 2021/22) ADSE6048 Marketing Strategy for Engineers (offered until 2023/24)</u> |
| Exclusive Courses: <i>(Course Code and Title)</i> | <u>Nil</u> |

Part II Course Details

1. Abstract

This course aims to provide postgraduate engineering and engineering management students with the essentials of strategic marketing in today's industrial organizations. Students will appreciate how engineering activities and production operations influence, and are influenced by the organization's product and marketing strategies. At the operational level, through this course students will learn to develop and implement customer-focused marketing plans; at the strategic level, they will be able to align strategic marketing with organizational goals.

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. | Explain the strategic marketing process from situation analysis, strategy design, programme planning to implementation in today's industrial or engineering organization | 25% | | ✓ | |
| 2. | Identify and evaluate market opportunities, assess customer values and product feasibility | 25% | ✓ | ✓ | |
| 3. | Identify market segments and formulate segmentation marketing strategy | 25% | ✓ | ✓ | |
| 4. | Develop and implement a customer-focused marketing strategy which includes clear justification and elucidation of a course of action for a chosen organization | 25% | ✓ | ✓ | |
| | | 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 applicable) (if applicable) |
|--|--|----------|---|---|---|--|
| | | 1 | 2 | 3 | 4 | |
| Large Class activities: lectures | Topics given in keyword syllabus | ✓ | ✓ | ✓ | | 26 hours/ sem |
| Small Class/ group based learning activities | Case studies: group assignments; mini projects | | ✓ | ✓ | ✓ | 13 hours/sem (in-class) 39 hours/sem (ex-class) |

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: <u>60</u> % | | | | | | |
| Group Work | ✓ | ✓ | ✓ | ✓ | 40% | |
| Case Studies | | ✓ | ✓ | ✓ | 20% | |
| Examination: <u>40</u> % (duration: <u>2</u> hours, if applicable) | | | | | | |
| | | | | | 100% | |

For a student to pass the course, at least 30% of the maximum mark for the examination should be obtained.

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. Group Work | Topical assignments | High | Significant | Moderate | Basic | Not even reaching marginal levels |
| 2. Case Studies | Research, analysis and written/ oral presentation | High | Significant | Moderate | Basic | Not even reaching marginal levels |
| 3. Examination | | High | Significant | Moderate | Basic | Not even reaching marginal levels |

The assessment will have 60:40 weightings for coursework and examination to emphasize the importance of continuous learning and evaluation of the learning outcome.

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. Group Work | Topical assignments | High | Significant | Moderate/Basic | Not even reaching marginal levels |
| 2. Case Studies | Research, analysis and written/ oral presentation | High | Significant | Moderate/Basic | Not even reaching marginal levels |
| 3. Examination | | High | Significant | Moderate/Basic | Not even reaching marginal levels |

The assessment will have 60:40 weightings for coursework and examination to emphasize the importance of continuous learning and evaluation of the learning outcome.

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.)

Strategic marketing process, market driven and customer-focused strategies, customer values and customer relationship management, market segmentation and positioning, development and implementation of customer-focused marketing 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.)

NIL

2.2 Additional Readings

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

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| 1. | David Cravens and Nigel Piercy (2006) Strategic Marketing (8 th edition), :McGraw Hill. |
| 2. | Gary Armstrong & Philip Kotler (2004) Principles of Marketing (10 th edition), Prentice Hall. |
| 3. | Nirmalya Kumar, Jan-Benedict E.M. Steenkamp (2007) Private Label Strategy: how to meet the store brand challenge, Boston, Mass. : Harvard Business School Press. |
| 4. | J. Paul Peter (1992) Marketing for the Manufacturer, Homewood, Ill. : Business One Irwin. |
| 5. | Kotler, Philip (2003) Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know, Wiley & Sons, Hoboken, New Jersey. |