

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester B 2018/19

Part I Course Overview

Course Title:	Marketing
Course Code:	CB2601
Course Duration:	One Semester
Credit Units:	3
Level:	B2
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
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>	MKT2681 Introduction to Marketing
Exclusive Courses: <i>(Course Code and Title)</i>	FB2601 Marketing

Part II Course Details

1. Abstract

This course aims to introduce the students with the important frameworks, concepts and techniques of marketing management. Students will be provided general knowledge about planning and implementing successful marketing strategies in order to familiarize them with the marketing concepts and applications in real business situations.

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.	Analyze the customers, competitors and other business environments.			✓	
2.	Critically discuss the marketing planning process and its key roles in business organizations		✓		
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations			✓	
4.	Apply both managerial judgment and analytical approaches to current marketing problems and issues.			✓	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Seminars	Concepts and general knowledge of marketing are explained through lectures and classroom discussions. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	✓		✓	✓	
Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.	✓	✓	✓		

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: 50%						
<u>Class Activities:</u> Individual/group exercises / projects, case study discussion and/or brief discussion on marketing concepts, etc. are arranged to provide students the opportunity to analyze the customers, competitors and environments, select and evaluate marketing strategy, and apply the knowledge to deal with marketing problems.	✓		✓	✓	50%	
Examination: 50% (duration: 2 hours, if applicable)						
<u>Examination:</u> Students will be assessed via the examination their ability to analyse the customers, competitors and environments, discuss the marketing planning process, select and evaluate the marketing strategy, and apply the various approaches to marketing problems.	✓	✓	✓	✓	50%	
					100%	

* The weightings should add up to 100%.

Regulation of the course

1. Students need to meet the attendance requirement of the Department of Marketing for the completion of the course.
2. Students are required to pass both coursework and examination components in order to be awarded a pass.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class activities	1.1. ABILITY to PRESENT and COMMUNICATE marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2. CAPACITY to PARTICIPATE in class discussion by offering ideas and asking questions related to the practice of marketing strategy in business organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.3. CAPACITY to SHOW command of analyzing the customers, competitors and other business environments independently.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.4. ABILITY to RECOGNIZE the marketing concepts and their applications.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.5. CAPACITY to DEMONSTRATE managerial and analytical skills to current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Examination	2.1. ABILITY to ANALYZE the customers, competitors and other business environments.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2. ABILITY to DISCUSS the marketing planning process and its key roles in business organizations	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3. ABILITY to SELECT, ANALYZE and EVALUATE the practice of marketing strategy in business organizations	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.4 ABILITY to APPLY both managerial judgment and analytical approaches to current marketing problems and issues.	High	Significant	Moderate	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.)

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; Digital Marketing; Marketing Ethics.

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. Kerin, Roger A., Hartley, Steven W., "Marketing – The Core", McGrawHill.

2.2 Additional Readings

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

1. Philip Kotler & Gary Armstrong, "Principles of Marketing", Prentice-Hall.
2. Boone & Kurtz, "Contemporary Marketing", Thomson South-Western.
3. Lamb, Hair, McDaniel, Summers, Gardiner, "MKTG", Cengage.
4. Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, "Marketing", McGrawHill.