

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester B 2021/ 22**

Part I Course Overview

Course Title: Introduction to Marketing

Course Code: GE2265

Course Duration: One semester

Credit Units: 3

Level: B2

Proposed Area:
(for GE courses only)

<input type="checkbox"/>	Arts and Humanities
<input checked="" type="checkbox"/>	Study of Societies, Social and Business Organisations
<input type="checkbox"/>	Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) CB2601 Marketing, Not for undergraduate students under College of Business and its departments

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 the key roles of marketing in an organization especially business firms, and planning and implementing successful marketing strategies for the organizations' goals. The course aims to familiarize students with the marketing concepts and applications in various situations especially the business organizations.

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 operating environments.			✓	
2.	Critically discuss the marketing planning process and its key roles in organizations		✓		
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in 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	
1. Lectures and Seminars	Concepts and general knowledge of marketing are explained through lectures and classroom discussions.	✓		✓	✓	
2. Class exercises	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.	✓		✓	✓	
3. 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. Active Learning	Students are also encouraged to attend guest talks organized by the Department of Marketing, College of Business and other institutions and to be exposed to marketing practices in various organizations. Students are invited to join the Department's active learning program/ course (e.g. MKT2643 Active Learning for Professional Marketing) to further enhance the active learning skills and practices. Students are encouraged to read other marketing-related articles in academic journals, magazines and other media and evaluate the ideas and viewpoints, and discuss with the instructor. Students are also invited to participate in some research activities organized by faculties of the department to be exposed to academic research activities in marketing.				✓	

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%						
1. <u>Class exercises and discussion</u> Individual/group exercises on marketing concepts, etc. are arranged to provide students the opportunity to analyze the customers, competitors or environments, and select and evaluate marketing strategy. Discussion on marketing concepts and cases are arranged to provide students the opportunity to apply the marketing knowledge to deal with marketing problems.	✓		✓	✓	20%	
2. <u>Project</u> Students will work in groups on a marketing project, analyzing the marketing issues and suggest marketing strategies and activities for a specific organization.	✓		✓	✓	30%	
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 exercises and discussion	1.1 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
	1.2 ABILITY to RECOGNIZE the marketing concepts and their applications.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Project	2.1 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
	2.2 CAPACITY to SHOW command of analyzing the customers, competitors and other business environments independently.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 CAPACITY to DEMONSTRATE managerial and analytical skills to current marketing problems and issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Examination	3.1 ABILITY to ANALYZE the customers, competitors and other business environments.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 ABILITY to DISCUSS the marketing planning process and its key roles in business organizations	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3 ABILITY to SELECT, ANALYZE and EVALUATE the practice of marketing strategy in business organizations	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.4 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; Consumer Behavior, Customer Relationship Management, 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. Philip Kotler Gary Armstrong, “Principles of Marketing”, Pearson.
2. Solomon, Michael R, “Consumer behavior: buying, having, and being”, Pearson.

2.2 Additional Readings

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

1. Francis Buttle and Stan Maklan, “Customer Relationship Management: Concepts and Technologies”, Routledge.
2. V. Kumar and Werner Reinartz, “Customer Relationship Management”, Springer.
3. Managing Customer Experience and Relationships: A Strategic Framework, 3rd ed., Don Peppers and Martha Rogers, John Wiley & Sons.
4. Philip Kotler & Gary Armstrong, “Principles of Marketing”, Prentice-Hall.
5. Boone & Kurtz, “Contemporary Marketing”, Thomson South-Western.
6. Lamb, Hair, McDaniel, Summers, Gardiner, “MKTG”, Cengage.
7. Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, “Marketing”, McGrawHill.

- A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

GE PILO	Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)
PILO 1: Demonstrate the capacity for self-directed learning	CILO4: students are required to apply theories in current marketing problems in class discussion and project.
PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology	CILO1: students are required to explore the business environment before they can analyse the customers and competitors in their project.
PILO 3: Demonstrate critical thinking skills	CILO2: students are required to demonstrate their ability to discuss the planning process and roles of organizations critically in their examination.
PILO 4: Interpret information and numerical data	CILO1: students are required to collect information and some numerical data about the customers, competitors and business environment in their project.
PILO 5: Produce structured, well-organised and fluent text	CILO1, 3 & 4: students are required to prepare and submit a report for their project.
PILO 6: Demonstrate effective oral communication skills	CILO1, 3 & 4: students are required to present their projects orally in the class.
PILO 7: Demonstrate an ability to work effectively in a team	CILO1, 3 & 4: students are required to work in a team for their project.
PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues	CILO1: Students recognizes the cultural factors in determining customer needs, and how the needs be satisfied by marketing programs in different cultural contexts.
PILO 9: Value ethical and socially responsible actions	CILO3 & 4: Students are required to select and evaluate marketing strategies with considerations in ethical issues and comprise socially responsible actions as far as possible.
PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation	CILO1, 3 & 4: Students discover customers' needs, competitors' strategies and business environments in class activities and examination, and being encouraged to be innovative in suggesting solutions for current marketing problems.

GE course leaders should cover the mandatory PILOs for the GE area (Area 1: Arts and Humanities; Area 2: Study of Societies, Social and Business Organisations; Area 3: Science and Technology) for which they have classified their course; for quality assurance purposes, they are advised to carefully consider if it is beneficial to claim any coverage of additional PILOs. General advice would be to restrict PILOs to only the essential ones. (Please refer to the curricular mapping of GE programme: http://www.cityu.edu.hk/edge/ge/faculty/curricular_mapping.htm.)

- B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task
examination