

CB2601: MARKETING

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Marketing

Subject Code

CB - College of Business (CB)

Course Number

2601

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

MKT2681 Introduction to Marketing

Exclusive Courses

FB2601 Marketing

GE2265 Introduction to Marketing

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		
		DEC-A1	DEC-A2	DEC-A3
1	Analyze the customers, competitors and other business environments.		x	
2	Critically discuss the marketing planning process and its key roles in business organizations	x		
3	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations		x	
4	Apply both managerial judgment and analytical approaches to current marketing problems and issues.		x	

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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	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.	1, 3, 4	

2	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.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Activities: 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.	1, 3, 4	50	

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Additional Information for ATs

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.

Assessment Rubrics (AR)**Assessment Task**

Class Activities

Criterion

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.
2. CAPACITY to PARTICIPATE in class discussion by offering ideas and asking questions related to the practice of marketing strategy in business organizations.

3. CAPACITY to SHOW command of analyzing the customers, competitors and other business environments independently.
4. ABILITY to RECOGNIZE the marketing concepts and their applications.
5. CAPACITY to DEMONSTRATE managerial and analytical skills to current marketing problems and issues.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Examination

Criterion

1. ABILITY to ANALYZE the customers, competitors and other business environments.
2. ABILITY to DISCUSS the marketing planning process and its key roles in business organizations.
3. ABILITY to SELECT, ANALYZE and EVALUATE the practice of marketing strategy in business organizations.
4. ABILITY to APPLY both managerial judgment and analytical approaches to current marketing problems and issues.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

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.

Reading List**Compulsory Readings**

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

Additional Readings

Title	
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.