

MKT2643A: ACTIVE LEARNING FOR PROFESSIONAL MARKETING

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Active Learning for Professional Marketing

Subject Code

MKT - Marketing

Course Number

2643A

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

0

Level

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

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to prepare students with relevant exposure and experience for the marketing discipline. Students are suggested to attend a specified number of marketing-related forums, seminars, workshops, competitions, or other events and prepare evaluation and reflection reports for each of the event attended. On the other hand, students are also required to read professional articles and related materials and evaluate and reflect on the exposure to develop a capacity to analyze, evaluate, and apply theories to understand the current business and marketing issues including organizations' marketing strategies, marketing management practices, trends of the disciplines, and updated technological applications in the digital marketing areas.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Demonstrate a thorough understanding of new ideas and knowledge of practices in business and marketing discipline learned from attending and participating in various seminars, forums, workshops, competitions or other events, or reading articles and watching video clips.		x		
2 Interpret current business and marketing issues, including strategies for organizations, marketing management practices, trends, and technological applications in the discipline.		x	x	
3 Evaluate the marketing ideas and practices exposed, identify associated frames and opportunities, apply theories to analyze and criticize the issues and situations, and reflect on the experience about the development of professional marketing practices.			x	
4 Communicate the ideas and comments in written form.				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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1 Briefing	Students will acquire and apply the writing approaches of learning journals and evaluation reports.	1, 2, 3, 4	

2	Attending Events	Students will participate in marketing-related seminars, forums, workshops, or other events organized by the Department of Marketing. Participating in events organized by other organizations, reading articles, and watching video clips are subject to the course leader's approval.	1	
3	Read/Watch the Business and Marketing-related Materials	Students will Search and read/ watch materials about current business and marketing issues including strategies of organizations, marketing management practices, trends, and technological applications in the discipline.	2, 3	
4	Writing Learning Journals, or Evaluation and Reflection Reports	Students will write a learning journal after participating in each event and comment on the relevance and application of the business or marketing-related ideas and practices. Write an evaluation and reflection report for each marketing strategy material identified. Comment on the relevance and application of the business or marketing-related ideas and practices.	3, 4	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Learning Journals or Evaluation and Reflection Reports Students are suggested to prepare learning journals to describe the content of the events exposed, interpret the experience, and learning in joining the events. If students choose to read articles or watching video clips, they are required to prepare evaluation and reflection reports to evaluate the marketing articles and materials reviewed. They also need to apply the theories to analyze the situations described and reflect on the experience and the knowledge gained in the process. Students are required to submit at least 2 acceptable-quality learning journals or evaluation reports to get a pass.	1, 2, 3, 4	100

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Learning Journals or Evaluation and Reflection Reports

Criterion

1. Ability to ASSOCIATE the ideas and practices with marketing concepts learned in the classrooms.
2. Capacity to REFLECT on the feelings, opportunities and themes associated with the exposures, or the research and business cases, and SUGGEST new ideas about business models and marketing strategies.
3. Ability to SUMMARIZE the learning experience in written form, and COMMUNICATE the evaluation and reflection in written form.
4. Ability to EVALUATE the positive and negative aspects of marketing issues identified.
5. Ability to INTEGRATE business and marketing concepts with the marketing issues identified to bring new perspectives, applications and strategies in everyday life or in firms.

Pass (P)

Satisfactory

Failure (F)

Unsatisfactory

Part III Other Information

Keyword Syllabus

Active learning, learning journals, business leader forums, marketing seminars, business competitions, marketing workshops, marketing issues, marketing strategies, marketing management practices, marketing trends,

Reading List

Compulsory Readings

Title	
1	Harvard Business Review” , Harvard Business School Publishing.

Additional Readings

Title	
1	Krasnic (2012), “How to Study with Mind Maps: The Concise Learning Method for Students and Lifelong Learners” Concise Books.
2	Neumann (2016), “A Professor's Guide to Writing Essays: The No-Nonsense Plan for Better Writing” , Jacob Neumann.
3	Downing (2017), “On Course Study Skills Plus: Strategies for Creating Success in College and Life” , Cengage.
4	Butler (2014), “Speed Reading with the Right Brain: Learn to Read Ideas Instead of Just Words” , David Butler.
5	Boles (2014), “The Art of Self-Directed Learning: 23 Tips for Giving Yourself an Unconventional Education” Tells Peak Press.
6	Horsley, “Unlimited Memory: How to Use Advanced Learning Strategies to Learn Faster, Remember More and be More Productive” .
7	Barak (2014), “Learning Journal” CreateSpace.
8	Bolton & Delderfield (2018), “Reflective Practice: Writing and Professional Development” Sage.