

MKT4611: ADVANCED MARKETING SEMINAR I

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Advanced Marketing Seminar I

Subject Code

MKT - Marketing

Course Number

4611

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

FB2601/CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

MKT4621 Advanced Marketing Seminar

Part II Course Details

Abstract

This course aims to develop the student's skills in the appropriate use of marketing management techniques and tools backed by relevant theories and concepts for evaluating and formulating marketing strategies.

The course is the final year projects for BBA Marketing student to provides the student with an understanding of both domestic and international marketing issues in Hong Kong; enables the student to evaluate the firms' marketing practices and strategies; and requires the student to interact with marketing managers from client organizations to develop real-world market plans.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)		DEC-A1	DEC-A2	DEC-A3
1	Identify major environmental factors and trends affecting marketing and develop a current perspective on important issues and concerns in business and how these issues affect marketing management.	35	x			
2	Formulate marketing strategies and suggest marketing plans.	20				x
3	Ask a right question and how to answer it properly through the student-instructor interaction.	10			x	
4	Develop the market sense and broaden the scope of knowledge through reading articles in marketing journals and reference books.	20	x			
5	Collaborate with other students through discussion and teamwork. Communicate and present qualitative and quantitative information effectively in oral presentation and written report.	15			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	Seminars	Students will engage in formal seminars to gain knowledge in various marketing theories, concepts and different techniques of conducting marketing research, creativity thinking and problem solving. Students will also learn how to use computer statistical software (e.g. SPSS) in Computer Lab Workshops.	1
2	Company Projects preparation and discussion	Students will prepare and discuss how to conduct a company project. They will plan for conducting primary and secondary research, preparing a set of practical and detailed marketing analysis and strategy for a company in Hong Kong.	1, 2, 3, 4, 5
3	Marketing Cases	Students will discuss various case studies and gain hands-on experiences by applying theoretical and conceptual frameworks to real-life marketing phenomena and develop marketing plans by examining the examples of successful and unsuccessful marketing practices in global real business cases.	1, 2, 3, 4, 5
4	Business Leader Forums	Students will join the regular Business Leader Forums to broaden their business horizon.	1, 2, 3, 4

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Company Projects There will be oral presentation, including Q & A session, in addition to a full-written report, a presentation file, progress report, and project briefing submitted at the designated time, peer evaluation will be conducted.	1, 2, 3, 4, 5	60 Present orally, handle Q & A session, prepare and submit a full-written report, a presentation file, progress report, and project briefing at the designated time, and evaluate their peers' performance.
2	Marketing Issues Groups are required to present a current marketing issue or any interesting findings in the market through observation of the market. The presentation should be in PowerPoint format. The discussion forum is established for the students to contribute their constructive and meaningful comments. Peer evaluation will be conducted.	1, 2, 3, 4, 5	20 Present orally with a PowerPoint file by illustrating and examining a case's successful and unsuccessful marketing practices. Contribute constructive and meaningful comments in the Discussion Forum, and evaluate their peers.
3	Individual comments on Business Leader Forums and Marketing Issue Presentation Students are required to do individual online reflections on the business leader forums and marketing case presentations.	1, 2, 3, 4, 5	20 Conduct the individual online reflections on the business leader forums and marketing issue presentations.

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

Assessment Rubrics (AR)

Assessment Task

Company Projects

Criterion

Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments.

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

Marketing Mistakes and Successes

Criterion

Show excellent command of analyzing the case and other business environments and answer the required questions properly.

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

Individual comments on Business Leader Forums and Marketing Cases Presentation

Criterion

Demonstrate in-depth learning insights from the Business Leader Forums and Marketing cases presentations

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

Understanding customer value and marketing management. Analyzing marketing environment and opportunities. Researching and selecting target markets. Developing marketing strategies. Planning marketing programs. Organizing, implementing, and controlling marketing efforts. Marketing ethics and social responsibility.

Reading List**Compulsory Readings**

Title	
1	Robert F. Hartley (2013), "Marketing Mistakes and Successes", Wiley.

Additional Readings

Title	
1	Julie Pallant (2016), "SPSS Survival Manual", Mc Graw Hill.
2	Darren George & Paul Mallery (2010), "SPSS for Windows Step by Step", 11th edition, Pearson.