

MKT4621: ADVANCED MARKETING SEMINAR

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Advanced Marketing Seminar

Subject Code

MKT - Marketing

Course Number

4621

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

Two Semesters

Credit Units

0-6

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

Nil

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.

It provides the student with an understanding of both domestic and international marketing issues facing firms 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.	15	x		
2 Develop a current perspective on important issues and concerns in business and how these issues affect marketing management.	20	x		
3 Formulate marketing strategies and suggest marketing plans.	20			x
4 Ask a right question and how to answer it properly through the student-instructor interaction.	10		x	
5 Enhance the market sense and broaden the scope of knowledge through reading articles in marketing journals and reference books.	20	x		
6 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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminars	Various marketing theories, concepts and different techniques of conducting marketing research, creativity thinking and problem solving will be explained. The Computer Lab Workshop of using computer statistical software (e.g. SPSS) will also be covered.	1	
2	Company Projects	Students need to accomplish a company project in each semester. Groups will be asked to conduct primary and secondary research, prepare a set of practical and detailed marketing analysis and strategy for a company in Hong Kong.	1, 2, 3, 4, 5, 6	
3	Marketing Issues, Discussion & Competition	Various issues and case studies will be covered for the groups. Students can gain hands-on experiences by applying theoretical and conceptual frameworks to real-life marketing phenomena and develop marketing plan, by examining the examples of successful and unsuccessful marketing practices in global real business cases, participating the HSBC Young Entrepreneur Awards.	1, 2, 3, 4, 5, 6	

4	Bonus Points System/ Active Learning Program	Students can gain the insights and widen the horizon by updating the current business, economic news and marketing issues in this active learning program by the means of book review presentation, business leader forum, press cutting, Harvard Business Review Case study, approved academic marketing journal, weekly learning report and so forth.	1, 2, 4, 5, 6	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Company Projects	1, 2, 3, 4, 5, 6	60	There will be an 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.
2	Marketing Mistakes and Successes	1, 2, 3, 4, 5, 6	15	Groups need to deliver oral presentation with a power-point file by illustrating and examining the successful and unsuccessful marketing practices of the case. Discussion forum is established for the students to contribute their constructive and meaningful comments. Peer evaluation will be conducted.

3	Marketing Issues	1, 2, 3, 4, 5, 6	15	Groups are required to present a current marketing issue or any interesting findings in market through observation in the market. The presentation should be in power-point format. Discussion forum is established for the students to contribute their constructive and meaningful comments. Peer evaluation will be conducted.
4	Business Plan Competition Presentation	1, 2, 3, 4, 5, 6	10	Each group should submit two proposals for this competition. The average mark of the two projects will be counted. Group need to have an oral presentation with a power-point file. Peer evaluation will be conducted.
5	Bonus Point System/ Active Learning Program	1, 2, 3, 4, 5		It is an individual assessment. This program is attached to MKT4621 to have bearing on the students' grade. Students can earn the bonus points by handing it their works and relevant information by uploading to a web site anytime. And students are entitled bonus points based on the quality and quantity of items they submitted. All individual bonus points can be checked on the website anytime. Percentage adjustment of the above total marks base on the ranking of the performance

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

ABILITY to 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

ABILITY to analyze 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

Marketing Issues

Criterion

ABILITY to demonstrate excellent managerial and analytical skills to marketing problems and issues with proper theory application.

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

Business Plan Competition Presentation

Criterion

ABILITY to provide innovative and practical business idea.

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

Bonus Point System/Active Learning Program

Criterion

1. ABILITY to proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy.
2. ABILITY to actively present the in-depth content restructuring and learning insights in various comments.
3. ABILITY to actively participating business competitions and winning in them.

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, "Marketing Mistakes and Successes", Wiley.

Additional Readings

Title	
1	Nil