

MKT4651: ADVANCED MARKETING SEMINAR II

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Advanced Marketing Seminar II

Subject Code

MKT - Marketing

Course Number

4651

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

MKT4611 Advanced Marketing Seminar I

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

MKT4621 Advanced Marketing Seminar

Part II Course Details

Abstract

This course aims to further 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, as a second final year project, provides the student with real and practical situation to enable 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 DEC-A1 DEC-A2 DEC-A3 app.)			
1	Describe the major environmental factors and trends affecting marketing and business world.	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 the right question and answer it properly with enhanced market sense and broadened scope of knowledge through attending business leader forums, reading articles in marketing journals and reference books, and student-instructor interaction.	30		x	
5	Collaborate with other students through discussion and teamwork. Communicate and present qualitative and quantitative information effectively in oral presentations and written reports.	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	Company Projects	Students will conduct a company project. Groups will be asked to conduct primary and secondary research and prepare a set of practical and detailed marketing analyses and strategies for a company in Hong Kong.	1, 2, 3, 4, 5

2	Class Discussions	Students will discuss various issues and gain hands-on experiences by applying theoretical and conceptual frameworks to real-life marketing phenomena.	1, 2, 3, 4, 5	
3	Business Leader Forums	Students will engage in regular Business Leader Forums that will be held to broaden their business horizons.	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 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.	1, 2, 3, 4, 5	60	
2 Marketing Issues 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.	1, 2, 3, 4, 5	20	
3 Individual comments on Business Leader Forums and Marketing Issue Presentation Students are required to do the individual online reflections on the business leader forums and marketing cases presentation.	1, 2, 3, 4, 5	20	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Company Projects

There will be an oral presentation, including Q & A session, in addition to a full-written report, a power-point file, progress report, and project briefing submitted at the designated time, peer evaluation will be conducted.

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 Issues

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.

Criterion

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

Individual comments on Business Leader Forums and Marketing Issue Presentation

Students are required to do the individual online reflections on the 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	Paul Roetzer (2014), "The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success", Wiley.

Additional Readings

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