

Subject Description Form

Subject Code	APSS352																	
Subject Title	Marketing Strategies and Skills in Human Services																	
Credit Value	3																	
Level	3																	
Pre-requisite/ Co-requisite/ Exclusion	<u>Pre-requisite:</u> APSS331 Management in Human Services																	
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">100% Continuous Assessment</th> <th style="width: 20%;">Individual Assessment</th> <th style="width: 20%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Individual Paper (Commentary)</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>2. Participation</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>3. Group Presentation</td> <td style="text-align: center;">--</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>4. Group Activities</td> <td style="text-align: center;">--</td> <td style="text-align: center;">10%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> The grade is calculated according to the percentage assigned; The completion and submission of all component assignments are required for passing the subject; and Student must pass all component(s) if he/she is to pass the subject. 			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Individual Paper (Commentary)	50%	--	2. Participation	10%	--	3. Group Presentation	--	30%	4. Group Activities	--	10%
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Objectives	The objectives of this subject are to: <ol style="list-style-type: none"> 1. comprehend marketing skills, in the particular context of human service; 2. recognize the importance of marketing in human services; 3. grasp the process, knowledge and skills in marketing; 4. demonstrate what they learn in human services. 5. analyze marketing information in marketing decisions 																	

Intended Learning Outcomes	<p>Upon completion of the subject, students are able to develop:</p> <ol style="list-style-type: none"> a. understanding of the essential concepts and skills in marketing strategies and skills in human services; b. an ability to comprehend and analyse critical issues in marketing management in human services; c. illustration of real life cases in marketing strategies and skill in Hong Kong.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction <ol style="list-style-type: none"> a. What is marketing? b. Importance of marketing in current human services c. Specific characteristics of marketing in human services 2. Marketing management and the planning process 3. Targeting Market, Segmentation and Positioning <ol style="list-style-type: none"> a. consumers' behavior b. developing a targeted marketing strategy: youth, adult and elderly 4. Elements of marketing program for digital transformation: an age-friendly approach <ol style="list-style-type: none"> a. service development, quality and management b. channels of service delivery c. communication, promotional and referral strategies d. fee charging and funding e. branding 6. Implementation, monitoring, and feedback 7. Marketing to Donors 8. Social Marketing 9. Marketing Research
Teaching/Learning Methodology	<p>This subject will engage students in different teaching and learning methods. Lectures and interactive group activities aim to enable students to understand marketing skills, recognize its importance in human services and apply marketing strategies in real life cases. Group projects will further allow students to identify marketing problems and challenges faced by human service organizations, in preparing marketing plans and apply marketing strategies to address problems. Finally, individual papers aim to enable students to comment on one of the presentation groups, marketing problems and to make practical suggestions in human services contexts.</p>

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c			
1. Group Presentation	30%	√	√	√			
2. Group Activities	10%	√	√	√			
3. Participation	10%	√	√				
4. Individual Paper	50%	√	√	√			

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Group Presentation:
 Students will study marketing issues faced by a human service organization, and develop a marketing plan to address the issues. This will allow students to apply marketing strategies to real life situation in Hong Kong and to apply marketing concepts and practical skills. The marketing plans will be recorded as videos and discussed with group members via blackboard. In-class discussion will be held to clarify some concepts and to make in-depth analysis.

Group Activities:
 Each group will work on a assigned topic to organize a group activity and to discuss the topic in practice. Students use a picture to capture their reflections about an assigned topic. They are required to explain why that picture/videos/song best represents the topic. This will enable students to comprehend and reflect practical issues in marketing management in human services.

Participation:
 Students’ individual performance, including attendance and contribution to discussions will be assessed in order to recognize their personal efforts and to encourage active participation.

Individual paper
 Each student will be required to write an individual paper to comment on one of the presentation topics. Students can review what has been covered in the lectures and make further improvements based on the feedback from classmates and lecturers. Students are expected to reflect on their understanding of marketing skills and concepts, application of marketing strategies in human services organization , and/or the format/content of in-class seminars.

Student Study Effort Required	Class contact:	
	▪ lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation of presentation and group activities	40 Hrs.
	▪ Writing up an individual paper	40 Hrs.
	Total student study effort	119 Hrs.
Reading List and References	<p><u>Essential</u></p> <p>Adrian, S. (2017) <i>Fundraising principles and practice</i>, San Francisco: Jossey-Bass (ebook) HG177 .S27 2010</p> <p>Alan, A. (2008) <i>Strategic marketing for non-profit organizations</i>, N.J.O Person HF5415 .K6312 2008</p> <p>Andreasen A.R. and Kolter P.R. (2014) <i>Strategic marketing for non-profit organisations</i>, England: Pearson</p> <p>Avinash, K. (2021) <i>Marketing in the digital world</i>, New York: Business Expert Press</p> <p>Barry, M. (2011) <i>Successful marketing strategies for nonprofit organizations winning in the age of the elusive donor</i>, Hoboken, NJ.: Wiley</p> <p>Debra, Z (2023) <i>Social media marketing: a strategic approach</i>, Cengage Learning.</p> <p>Gary A. and Kolter P. (2020) <i>Marketing: an introduction</i>, UK: Person</p> <p>Grau, S.L. (2021) <i>Marketing for nonprofit: insights and innovation</i>. New York: Oxford University</p> <p>Greg., W.M & Mark., J.W. (2023) <i>Marketing management</i>, New York: McGraw-Hill</p> <p>Hajili, N. (2015) <i>Handbook of Research on Integrating Social Media into Strategic Marketing</i>, UK: Newcastle University Business School</p> <p>Heggde, G. and Shainesh G. (2018) <i>Social media marketing: emerging concepts and applications</i>, Singapore: Palgrave Macmillian Hill, R.P. and Langan, R (2014) <i>Handbook of research on marketing and corporate social responsibility</i>, Cheltenham: Wdward Elgar Pub. Ltd (ebook)</p> <p>Hyde, F. and Mitchell (2022) <i>Charity marketing: contemporary Issues, research and practice</i>, London and New York: Routledge</p> <p>Lacobucci, D. (2018) <i>Marketing Management</i>, Boston, MA: Cengage Learning</p> <p>Kotler P. and Armstrong G (2021) <i>Principles of Marketing</i>, Pearson Prentice Hall</p>	

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- Machado, C. and Davim, J.P. (2024) *Management for digital transformation*, Switzerland: Springer
- Mansfield, H. (2012) *Social Media for Social Good: a How-to Guide for Nonprofits*, New York: McGraw-Hill
- Mchleish B., (2011) *Successful Marketing Strategies for Nonprofit Winning in the Age of the Elusive Donor*, New York: Wiley
- Nil A., & Aalberts, R.J. (2015) *Handbook on ethics and marketing*, Massachusetts: Edward Elgar Publishing
- Perreault W.J., Cannon J.P. and McCarthy E.J. (2014) *Basic Marketing: A Marketing Strategy Planning Approach*, USA: McGraw-Hill Irwin
- Quesenberry, K.A. (2025) *Social media strategy: marketing, advertising, and public relation in consumer revolution*, Maryland: Rowman & Littlefield
- Rajagopal, R. (2018) *Marketing research: fundamentals, process, and implications*, New York: Nova Science Publishers
- Roger., A.K., & Steven, W.H., (2023) *Marketing*, New York: McGraw-Hill Education
- Rishi, B. (2018) *Contemporary issues in social media marketing*, New York: Routledge
- Stroud, D. (2013) *Marketing to the ageing consumer: the secrets to building an age-friendly business*, Hampshire: Palgrave Macmillan
- Vigolo, O. (2017) *Older Tourist Behavior and Marketing Tools*, Switzerland: Springer
- Wymer and Walter W (2012) *Marketing for non-profit organizations*, London: Henry Stewart Talks
- Wymer W., Knowles P. and Gomes R. (2006) *Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organization*. Thousand Oaks: Sage Publications. (ebook) Reserve Collection HF5415 .W95 2006
- 楊東震 (2014) *非營利事業行銷與管理 Marketing and management for nonprofit organizations*, 台北: 滄海圖書資訊,
- Supplementary**
- Burnett J.J. (2007) *Nonprofit Marketing: Best Practices*. New York: John Wiley & Sons.
- Charan, A. (2015) *Marketing analytics: a practitioner's guide to marketing analytics and research methods*, New Jersey: World Scientific
- Cravens, D.W. (2013). *Strategic Marketing*. New York: McGraw-Hill

	<p>Dhruv G. (2014) <i>Marketing</i>, New York: McGraw-Hill</p> <p>Maignan, I. & Ferrel, O.C. (2010) Corporate Social Responsibility and Marketing: An integrative framework, <i>Journal of the Academy of Marketing Science</i>, 32(3): 3-19.</p> <p>Nancy, L. (2016) <i>Social marketing: changing behaviors for good</i>, Thousand Oaks, California: SAGE</p> <p>Norton M. and Eastwood M. (2010) <i>Writing Better Fundraising Applications: A Practical Guide</i>: London, Directory of Social Change.</p> <p>Pa, H. (2012) <i>E-marketing concepts, methodologies, tools and applications</i>, InfoScio-books (E-book)</p> <p>Weinreich, N.K. (2011), <i>Hands-on Social Marketing, A Step-by-Step Guide</i>. Thousand Oaks: Sage Publications.</p> <p>Wood, M.B. (2014) <i>The Marketing Plan Handbook</i>. Saddle River, New Jersey: Pearson Prentice Hall. <i>HF5415.13 .W66 2014</i></p> <p>Yang D.Z. (2008) <i>Fei Ying Li Shi Ye Xing Xiao Yu Guan Li = Marketing and Management for Nonprofit organization</i>, Taipei: Xin Wen Jing Kai Fa Chu Ban Gu Fen You Xian Gong Si</p>
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