

Subject Code	MM576
Subject Title	Marketing Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This subject provides an introduction to the theory and practice of Marketing at a post-graduate level. The idea is to give students who may have little previous exposure to Marketing a basic working knowledge of the typical marketing environment and marketing mix: product, price, promotion and distribution. The subject is also designed to introduce students to a wide range of current topics, such as customer relationship management (CRM), brand equity management, service marketing, digital marketing, and database marketing, etc. A broad range of marketing topics is conducted with an emphasis on the concepts, which a marketing manager needs to understand in order to make effective decisions.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. design marketing activities in an organization, and assess their impact on marketing performance in a global setting; b. develop strategies to achieve marketing objectives; c. apply market segmentation, targeting and positioning with optimal marketing mix; d. appreciate the use of latest technology in designing and implementing marketing programs e. evaluate the ethical issues that relate to marketing.
Subject Synopsis/ Indicative Syllabus	<p><u>The Scope of Marketing</u> Exchange and transactions, company orientations towards the marketplace and the fundamental marketing concepts, trends and task. Marketing ethics and social responsibilities.</p> <p><u>Developing Marketing Strategies and Plans</u> A Holistic Marketing Orientation and Customer Value. The role of marketing in strategic planning.</p> <p><u>Gathering Information and Scanning the Environment</u> Analyzing the marketing environment. The Marketing Information System.</p> <p><u>Creating Customer Value</u> Building customer value, satisfaction and loyalty and cultivating customer relationship.</p> <p><u>Analyzing Consumer and Business Markets</u> Segmentation, market targeting and positioning. Building a strong branding strategy.</p> <p><u>Developing the Marketing Mix</u> Setting the product, price, place and promotion strategies.</p> <p><u>Technology and Marketing</u> The impacts of technology on marketing</p>

Teaching/Learning Methodology	<p>The format for the course will be class lectures, followed by case discussion and/or group presentation sessions. Besides the textbook specified in this course outline, selected journal articles will be provided to students that cover a wide range of marketing topics. The intention is to allow students to absorb viewpoints from various scholars and learn to appreciate academic research studies. Students are expected to review the articles beforehand and share their views during class discussions. Active participation is fully encouraged.</p>																																																											
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="427 398 1479 1077"> <thead> <tr> <th data-bbox="435 409 850 600" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="858 409 994 600" rowspan="2">% weighting</th> <th colspan="5" data-bbox="1002 409 1471 533">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="1002 544 1098 600">a.</th> <th data-bbox="1106 544 1201 600">b.</th> <th data-bbox="1209 544 1305 600">c.</th> <th data-bbox="1313 544 1409 600">d.</th> <th data-bbox="1417 544 1471 600">e.</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 611 850 667">Continuous Assessment*</td> <td data-bbox="858 611 994 667">50%</td> <td data-bbox="1002 611 1098 667"></td> <td data-bbox="1106 611 1201 667"></td> <td data-bbox="1209 611 1305 667"></td> <td data-bbox="1313 611 1409 667"></td> <td data-bbox="1417 611 1471 667"></td> </tr> <tr> <td data-bbox="435 678 850 768">1. Class participation and contribution</td> <td data-bbox="858 678 994 768">10%</td> <td data-bbox="1002 678 1098 768">✓</td> <td data-bbox="1106 678 1201 768">✓</td> <td data-bbox="1209 678 1305 768">✓</td> <td data-bbox="1313 678 1409 768">✓</td> <td data-bbox="1417 678 1471 768">✓</td> </tr> <tr> <td data-bbox="435 779 850 835">2. Individual assignment</td> <td data-bbox="858 779 994 835">15%</td> <td data-bbox="1002 779 1098 835">✓</td> <td data-bbox="1106 779 1201 835">✓</td> <td data-bbox="1209 779 1305 835">✓</td> <td data-bbox="1313 779 1409 835">✓</td> <td data-bbox="1417 779 1471 835"></td> </tr> <tr> <td data-bbox="435 846 850 936">3. Group project/case presentation</td> <td data-bbox="858 846 994 936">25%</td> <td data-bbox="1002 846 1098 936">✓</td> <td data-bbox="1106 846 1201 936">✓</td> <td data-bbox="1209 846 1305 936">✓</td> <td data-bbox="1313 846 1409 936">✓</td> <td data-bbox="1417 846 1471 936">✓</td> </tr> <tr> <td data-bbox="435 947 850 1003">Examination</td> <td data-bbox="858 947 994 1003">50%</td> <td data-bbox="1002 947 1098 1003">✓</td> <td data-bbox="1106 947 1201 1003">✓</td> <td data-bbox="1209 947 1305 1003">✓</td> <td data-bbox="1313 947 1409 1003"></td> <td data-bbox="1417 947 1471 1003"></td> </tr> <tr> <td data-bbox="435 1014 850 1070">Total</td> <td data-bbox="858 1014 994 1070">100 %</td> <td colspan="5" data-bbox="1002 1014 1471 1070"></td> </tr> </tbody> </table> <p data-bbox="427 1088 1479 1155">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="427 1189 1479 1290">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="427 1323 1479 1391">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="427 1424 1479 1491">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="427 1503 1479 1693">To help students understand both the principles and practices of marketing, the students will be required to <u>analyze and write reports based on group projects and/or case studies</u>. The presentations, the reports and other written assignments will improve their <u>critical and creative thinking</u> and <u>effective communication</u>. The class discussion will also require students to demonstrate a <u>global outlook</u> and identify the <u>ethical issues</u> which arise in respect of marketing activities.</p>						Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a.	b.	c.	d.	e.	Continuous Assessment*	50%						1. Class participation and contribution	10%	✓	✓	✓	✓	✓	2. Individual assignment	15%	✓	✓	✓	✓		3. Group project/case presentation	25%	✓	✓	✓	✓	✓	Examination	50%	✓	✓	✓			Total	100 %					
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Student Study Effort Expected	Class contact:																																																											
	<ul style="list-style-type: none"> ▪ Lectures 		39 Hrs.																																																									
	Other student study effort:																																																											
	<ul style="list-style-type: none"> ▪ Preparation for lectures 		42 Hrs.																																																									
	<ul style="list-style-type: none"> ▪ Preparation for assignment / group project and presentation / examination 		54 Hrs.																																																									

	Total student study effort	135 Hrs.
Reading List and References	<p><u>Main References</u> Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M. and Tan, C. T., <i>Marketing Management: An Asian Perspective</i>, Pearson, the latest edition.</p> <p>Kotler, P., Armstrong, G., Ang, S. H., Tan, C. T., Yau, O. H-M., and Leong, S. M., <i>Principles of Marketing: An Asian Perspective</i>, Pearson, the latest edition.</p> <p>Kotlet, P., Keller, K. L. and Chernev A. <i>Marketing Management</i>, Pearson, Global edition</p> <p><u>Other References</u> Ries, Al and Trout, Jack (1986). <i>Positioning</i>, McGraw-Hill, Inc.</p> <p>Various marketing journal articles, magazine and newspaper clippings, and web information will be referenced.</p>	

August 2022