

Subject Code	MM5761
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, internet marketing models, 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. communicate marketing strategies effectively; 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> The value creation process and chain. Core competencies. A Holistic Marketing Orientation and Customer Value. The central role of planning.</p> <p><u>Gathering Information and Scanning the Environment</u> Analyzing the macro 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, promotion and place strategies.</p>

Teaching/Learning Methodology	<p>The format for the course will be class lectures, followed up with 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="424 387 1487 992"> <thead> <tr> <th data-bbox="424 387 836 488" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="836 387 986 488" rowspan="2">% weighting</th> <th colspan="5" data-bbox="986 387 1487 488">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="986 488 1078 555">a.</th> <th data-bbox="1078 488 1171 555">b.</th> <th data-bbox="1171 488 1264 555">c.</th> <th data-bbox="1264 488 1356 555">d.</th> <th data-bbox="1356 488 1487 555">e.</th> </tr> </thead> <tbody> <tr> <td data-bbox="424 555 836 622">Continuous Assessment*</td> <td data-bbox="836 555 986 622">100%</td> <td data-bbox="986 555 1078 622"></td> <td data-bbox="1078 555 1171 622"></td> <td data-bbox="1171 555 1264 622"></td> <td data-bbox="1264 555 1356 622"></td> <td data-bbox="1356 555 1487 622"></td> </tr> <tr> <td data-bbox="424 622 836 723">1. Group project / case presentation</td> <td data-bbox="836 622 986 723">50%</td> <td data-bbox="986 622 1078 723">✓</td> <td data-bbox="1078 622 1171 723">✓</td> <td data-bbox="1171 622 1264 723">✓</td> <td data-bbox="1264 622 1356 723">✓</td> <td data-bbox="1356 622 1487 723">✓</td> </tr> <tr> <td data-bbox="424 723 836 824">2. Individual written assignments and / or quiz</td> <td data-bbox="836 723 986 824">40%</td> <td data-bbox="986 723 1078 824">✓</td> <td data-bbox="1078 723 1171 824">✓</td> <td data-bbox="1171 723 1264 824">✓</td> <td data-bbox="1264 723 1356 824">✓</td> <td data-bbox="1356 723 1487 824">✓</td> </tr> <tr> <td data-bbox="424 824 836 925">3. Participation and class contribution</td> <td data-bbox="836 824 986 925">10%</td> <td data-bbox="986 824 1078 925">✓</td> <td data-bbox="1078 824 1171 925">✓</td> <td data-bbox="1171 824 1264 925">✓</td> <td data-bbox="1264 824 1356 925">✓</td> <td data-bbox="1356 824 1487 925">✓</td> </tr> <tr> <td data-bbox="424 925 836 992">Total</td> <td data-bbox="836 925 986 992">100 %</td> <td data-bbox="986 925 1487 992"></td> <td data-bbox="986 925 1487 992"></td> <td data-bbox="986 925 1487 992"></td> <td data-bbox="986 925 1487 992"></td> <td data-bbox="986 925 1487 992"></td> </tr> </tbody> </table> <p data-bbox="424 1010 1487 1070">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 1106 1487 1167">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="424 1202 1487 1308">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject to have a balanced learning experience.</p> <p data-bbox="424 1321 1487 1382">Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a.	b.	c.	d.	e.	Continuous Assessment*	100%						1. Group project / case presentation	50%	✓	✓	✓	✓	✓	2. Individual written assignments and / or quiz	40%	✓	✓	✓	✓	✓	3. Participation and class contribution	10%	✓	✓	✓	✓	✓	Total	100 %					
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	<ul style="list-style-type: none"> ▪ Preparation for lectures and seminars 	30 Hrs.																																																		
	<ul style="list-style-type: none"> ▪ Preparation for assignment / group project and presentation 	60 Hrs.																																																		
	Total student study effort	120 Hrs.																																																		
Reading List and References	<p><i>Textbook</i> Kotler, Philip & Keller, Kevin (2012). <i>Marketing Management</i>, 15th ed., Prentice–Hall, Pearson.</p>																																																			