

Subject Code	MM5971
Subject Title	Practice of Marketing Management
Credit Value	3
Level	5
Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Marketing Management (MM576) and Consumer Behaviour (MM587) Exclusion: Marketing Management Dissertation (MM597)
Objectives	<p>This individual project-based subject is to</p> <ol style="list-style-type: none"> 1. provide the student an opportunity to apply what she/he has learned to have an in-depth examination of a “real world” marketing practice/problem that is chosen by the student; 2. strengthen skills to conduct a marketing study; 3. develop industry domain and expert knowledge in a marketing area of her/his interest; 4. consolidate a marketing specialty. <hr/> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing.).</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> 1. collect information to identify a problem which is commonly faced by marketing professionals in the real world; 2. conceptualize and develop a research framework; 3. use primary or secondary data to address a problem; 4. integrate knowledge learned through taught subjects and apply it to analysing and solving the identified problem; and 5. manage a project and present results.
Subject Synopsis/ Indicative Syllabus	<p>The student is to identify a marketing problem; She/he needs to approach an academic/teaching staff for supervision; The student must submit a proposal (before week 6) and a final report for assessment:</p> <ul style="list-style-type: none"> ▪ Interest area and project direction: approach a supervisor before Week 3 (earlier meeting and discussion are highly encouraged). ▪ The student must collect relevant data (with guidance of the supervisor) and use regression or other statistical methods to analyse the data; ▪ The proposal and final report shall be assessed according to the following criteria:

	<ul style="list-style-type: none"> ➤ Does the project provide a clear definition of the problem or issue to be studied? Is this sufficiently within the scope of the student's award? ➤ Is there a good review of prior knowledge and research in the field? Is this review accurate, sufficiently critical, and of sufficient depth and breadth to provide a sound basis for the student's own work? ➤ Are the methods used (data collection and analysis, etc.) appropriate? ➤ Is conclusion drawn appropriately? ➤ To what extent does the project provide clear and actionable recommendations for management (either managers in a specific organisation or managers at large)? ➤ Overall, does the project demonstrate an effective application of knowledge in the field of study? 																																																						
<p>Teaching/Learning Methodology</p>	<p>Except for the written proposal and final report, there are no lectures or meetings in class. The project is under the guidance and supervision of an academic/teaching staff.</p> <p>The supervisor guides the student in the areas of topic selection, readings, research methods, data collection, data analysis and overall project management; monitors the student's progress through periodic meetings; and grades the student's works. Regular consultation sessions between the supervisor and the student should be scheduled throughout the semester.</p>																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="523 1032 1382 1704"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Proposal assessed by supervisor</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Final report assessed by supervisor</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Final report assessed by moderator</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The proposal and final report will require students to apply marketing concepts/models/frameworks, communication skills and critical thinking</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						1	2	3	4	5		Continuous Assessment*	100%							Proposal assessed by supervisor	10%	✓	✓	✓	✓	✓		Final report assessed by supervisor	50%	✓	✓	✓	✓	✓		Final report assessed by moderator	40%	✓	✓	✓	✓	✓		Total	100 %						
Specific assessment methods/tasks	% weighting			Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																			
		1	2	3	4	5																																																	
Continuous Assessment*	100%																																																						
Proposal assessed by supervisor	10%	✓	✓	✓	✓	✓																																																	
Final report assessed by supervisor	50%	✓	✓	✓	✓	✓																																																	
Final report assessed by moderator	40%	✓	✓	✓	✓	✓																																																	
Total	100 %																																																						

	to the identified marketing practice/problem which is often faced by marketing professionals in practice.	
Student Study Effort Expected	▪ Discussion with supervisor	14 Hrs.
	▪ Preparation for the project proposal and report	108 Hrs.
	Total student study effort	122 Hrs.
Reading List and References	As advised by the supervisor.	

July 2023