

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2017/18**

Part I Course Overview

Course Title:	Challenges in Marketing
Course Code:	FB5806
Course Duration:	1 Semester
Credit Units:	2
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: (Course Code and Title)	NIL
Precursors: (Course Code and Title)	NIL
Equivalent Courses: (Course Code and Title)	FB5806P Challenges in Marketing
Exclusive Courses: (Course Code and Title)	NIL

Part II Course Details

1. Abstract

This course aims to expose and involve students in the complexities of the challenges of managing brand-marketing. Focus of the course is to apply the learnt theories and concepts to evaluate marketing practices of firms/organizations in Hong Kong (or China), particularly of the students' own companies, and make recommendations for their future operations through class discussion/sharing and assignment presentation.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Assess the critical role of marketing in organizations and society from a branding and cultural perspective		✓		
2.	Analyze and interpret marketing phenomena			✓	
3.	Integrate findings into marketing strategy				✓
4.	Monitor strategic-oriented marketing programs			✓	
		100%			

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CIOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures	Concepts and knowledge of marketing are explained and discussed.	✓	✓	✓	✓	
Class Activities	Various class activities will be included to stimulate students' participating discussions on different managerial topics.	✓	✓	✓	✓	
Assignment Presentations	Relevant topics of case studies will be provided to students so that they can apply the concepts/theories learnt in a real life scenario.	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CIOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Class Participation	✓	✓	✓	✓	30%	
Group Assignment	✓	✓	✓	✓	30%	
Individual Assignment	✓	✓	✓	✓	40%	
Examination: 0% (duration: , if applicable)					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation	Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Assignment	Students form groups to analyze marketing practice of organizations operating in Hong Kong or China and make recommendations for future marketing operation. This is the first assignment for the students. It is used to assess their abilities in applying taught theories and concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Individual Assignment	Each student is asked to analyze marketing practice of other organizations operating in Hong Kong or China and make recommendations for future marketing operation. This is a more in-depth assignment. It is used to further assess their abilities in applying taught theories and concepts.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Customer value and satisfaction; marketing process and planning; marketing research; SWOT Analysis; Marketing Environment Analysis; customer behaviour; competitive analysis; market segmentation, targeting and positioning, product strategy; pricing strategy; distribution strategy; promotion strategy; service strategy; organizing and implementing marketing programs; evaluating and controlling marketing performance; internet marketing; marketing ethics; product vs. brand; tangible vs intangible value, cultural similarity vs. cultural difference.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Philip Kotler and Kevin Keller (most recent edition), <i>Marketing Management</i> , Upper Saddle River, NJ: Pearson Education.
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)