

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Systems Engineering & Engineering Management  
with effect from Semester A 2017 / 18**

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**Part I Course Overview**

<b>Course Title:</b>	<u>Industrial Marketing Management for Engineers</u>
<b>Course Code:</b>	<u>SEEM5009</u>
<b>Course Duration:</b>	<u>One Semester</u>
<b>Credit Units:</b>	<u>3</u>
<b>Level:</b>	<u>P5</u>
<b>Medium of Instruction:</b>	<u>English</u>
<b>Medium of Assessment:</b>	<u>English</u>
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Precursors:</b> <i>(Course Code and Title)</i>	<u>Nil</u>
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	<u>MEEM5009 Industrial Marketing Management for Engineers</u>
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	<u>Nil</u>

## Part II Course Details

### 1. Abstract

This course aims to provide engineering professionals with the essential industrial marketing management skills. Students will be exposed to the nature, structure and distinguishing characteristics of the industrial markets; learning activities are designed in ways which enable them to develop (or enhance) their skills in analysing customer needs and developing business marketing strategies.

### 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.	Recognise and explain the benefits of adopting a customer-focused approach, as opposed to the producer-oriented product-, production- and selling-concepts which characterize many manufacturing enterprises	19%		✓	
2.	Assess the competitive, political-legal, economic and social environments in which manufacturers operate in a systematic manner	19%	✓		
3.	Distinguish the buying behaviours of consumers and industrial buyers; apply appropriate segmentation and positioning strategies based on these unique attributes	31%	✓		
4.	Develop and implement effective marketing plans; describe a course of action for managing the marketing mix throughout a product's life cycle	31%		✓	
		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 CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Large Class activities (1): lectures and (2): team-based learning activities	Large class activities are mainly in the form of lectures covering the theory of marketing management in engineering industry.	✓	✓	✓	✓	39 hrs/sem

### 4. Assessment Tasks/Activities (ATs)

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

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: <u>50</u> %						
Course Work-Group project	✓	✓	✓	✓	30%	
Course Work-Quiz(s)	✓	✓	✓	✓	10%	
Course Work-Case study	✓	✓	✓	✓	10%	
Examination: <u>50</u> % (duration: 2 hours , 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. Group project	The group project provides the students with hands-on practice of the subject and the experience of a real and messy marketing environment.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Case study	The case study requires students to practise and review what is learned in the subject in a more integrative manner.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Quiz	Quiz(s) will be held throughout the semester to encourage students to review newly acquired knowledge regularly; keeping up with the class's learning progress will enable them to maximise their individual contributions in team-based projects.	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Examination	The final examination covers all the topics taught in the course. For a student to pass the course, at least 30% of the maximum mark for the examination should be obtained.	High	Significant	Moderate	Basic	Not even reaching marginal levels

A process of continuous assessment – made up of individual and group tasks – will be used to monitor and evaluate each student’s learning outcome.

Quiz(s) will be held throughout the semester to encourage students to review newly acquired knowledge regularly; keeping up with the class’s learning progress will enable them to maximise their individual contributions in team-based projects.

The case study requires students to practise and review what is learned in the subject in a more integrative manner.

The group project provides the students with hands-on practice of the subject and the experience of a real and messy marketing environment.

The final examination covers all the topics taught in the course. For a student to pass the course, at least 30% of the maximum mark for the examination should be obtained.

### 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.)

- Key marketing concepts
- Marketing environments
- Consumer and industrial buyer behaviours
- Market segmentation and positioning strategies
- Market intelligence and decision making
- Product strategy & product life cycle theory
- Pricing strategy
- Promotion strategy
- Distribution strategy
- Professional and industrial services

#### 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.	Gary Armstrong & Philip Kotler (2004) <b>Principles of Marketing</b> (10 <sup>th</sup> edition), Prentice Hall.
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##### 2.2 Additional Readings

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

1.	Nirmalya Kumar, Jan-Benedict E.M. Steenkamp (2007) <b>Private Label Strategy: how to meet the store brand challenge</b> , Boston, Mass. : Harvard Business School Press.
2.	J. Paul Peter (1992) <b>Marketing for the Manufacturer</b> , Homewood, Ill. : Business One Irwin.
3.	Edward G. Brierty, Robert W. Eckles, Robert R. Reeder (1998) <b>Business Marketing</b> , Upper Saddle River, N.J. : Prentice Hall.
4.	Kotler, Philip (2003) <b>Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know</b> , Wiley & Sons, Hoboken, New Jersey.