

MKT8630: DOCTORAL STUDIES: MARKETING MODELING

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Doctoral Studies: Marketing Modeling

Subject Code

MKT - Marketing

Course Number

8630

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Microeconomics course at the Phd level

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course provides an overview of analytical models on marketing strategy

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Critically review existing tools and models on Marketing Strategy	x	x	x
2	Develop potential research projects on Marketing Strategy.	x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will receive explanations of marketing modelling theories, concepts, and techniques in class.	1, 2
2	Independent Study	Students should complete all suggested readings after each lecture.	1, 2
3	Peer Discussion	Students will engage in class discussions both during and outside of class times to promote understanding and collaboration.	1, 2

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion	1, 2	20
2	Individual Assignments	1, 2	20
3	Presentation	1, 2	10

Continuous Assessment (%)

50

Examination (%)

50

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)

Assessment Task

Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling.
2. Show excellent attitude of learning.
3. Attend over 90% of the classes.

Good

(B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling.
2. Show active attitude of learning.
3. Attend 80%-90% of the classes.

Fair

(C+, C, C-)

1. Demonstrate acceptable command of a reasonable amount of materials covered, with adequate ability to understand and evaluate the tools and models in marketing modeling.
2. Show positive attitude of learning.
3. Attend 70%-80% of the classes.

Marginal

(D)

1. Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modeling.
2. Show minimum attitude of learning.
3. Attend less than 70% of the classes.

Assessment Task

Individual Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

1. Show excellent ability to apply course content to solve marketing problems.
2. Demonstrate excellent ability to solve problems and think critically and independently.

Good

(B+, B, B-)

1. Show good ability to apply course content to solve marketing problems.
2. Demonstrate good ability to solve problems and think critically and independently.

Fair

(C+, C, C-)

1. Show acceptable ability to apply course content to solve marketing problems.
2. Demonstrate acceptable ability to solve problems and think critically and independently.

Marginal

(D)

1. Show marginal ability to apply course content to solve marketing problems.
 2. Demonstrate marginal ability to solve problems and think critically and independently.
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Assessment Task

Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

1. Demonstrate excellent ability to build and evaluate models.
2. Demonstrate excellent ability to raise question and think critically.

Good

(B+, B, B-)

1. Demonstrate good ability to build and evaluate models.
2. Demonstrate good ability to raise question and think critically.

Fair

(C+, C, C-)

1. Demonstrate acceptable ability to build and evaluate models.
2. Demonstrate acceptable ability to raise question and think critically.

Marginal

(D)

1. Demonstrate marginal ability to build and evaluate models.
 2. Demonstrate marginal ability to raise question and think critically.
-

Assessment Task

Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling.
2. Show excellent attitude of learning.
3. Attend over 90% of the classes.

Good

(B+, B)

1. Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modeling.
2. Show active attitude of learning.
3. Attend 80%-90% of the classes.

Marginal

(B-, C+, C)

1. Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modeling.
 2. Show minimum attitude of learning.
 3. Attend less than 70% of the classes.
-

Assessment Task

Individual Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

1. Show excellent ability to apply course content to solve marketing problems.
2. Demonstrate excellent ability to solve problems and think critically and independently.

Good

(B+, B)

1. Show good ability to apply course content to solve marketing problems.
2. Demonstrate good ability to solve problems and think critically and independently.

Marginal

(B-, C+, C)

1. Show marginal ability to apply course content to solve marketing problems.
 2. Demonstrate marginal ability to solve problems and think critically and independently.
-

Assessment Task

Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

1. Demonstrate excellent ability to build and evaluate models.
2. Demonstrate excellent ability to raise question and think critically.

Good

(B+, B)

1. Demonstrate good ability to build and evaluate models.
2. Demonstrate good ability to raise question and think critically.

Marginal

(B-, C+, C)

1. Demonstrate marginal ability to build and evaluate models.
 2. Demonstrate marginal ability to raise question and think critically.
-

Part III Other Information

Keyword Syllabus

Pricing, product design and strategy, signaling, distribution, sales force, advertising, promotion

Reading List

Compulsory Readings

Title	
1	Reading materials will be provided in class.

Additional Readings

Title	
1	Nil