

SYE5009: INDUSTRIAL MARKETING MANAGEMENT FOR ENGINEERS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Industrial Marketing Management for Engineers

Subject Code

SYE - Systems Engineering

Course Number

5009

Academic Unit

Systems Engineering (SYE)

College/School

College of Engineering (EG)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

SEEM5009 Industrial Marketing Management for Engineers (offered until 2021/22) / ADSE5009 Industrial Marketing Management for Engineers (offered until 2023/24)

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-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		x	
2	Assess the competitive, political-legal, economic and social environments in which manufacturers operate in a systematic manner	19	x		
3	Distinguish the buying behaviours of consumers and industrial buyers; apply appropriate segmentation and positioning strategies based on these unique attributes	31	x		
4	Develop and implement effective marketing plans; describe a course of action for managing the marketing mix throughout a product's life cycle	31		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	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.	1, 2, 3, 4
			39 hrs/sem

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Course Work-Group project	1, 2, 3, 4	30	
2	Course Work-Quiz(s)	1, 2, 3, 4	10	
3	Course Work-Case study	1, 2, 3, 4	10	

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

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

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

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

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

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

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate/Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

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

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Assessment Task

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

Criterion

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.

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(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate/Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

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.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate/Basic

Failure

(F) Not even reaching marginal levels

Additional Information for AR

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

Keyword Syllabus

- 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

Reading List

Compulsory Readings

Title	
1	Gary Armstrong & Philip Kotler (2004) Principles of Marketing (10th edition), Prentice Hall.

Additional Readings

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