

City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A 2012/2013

Part I

Course Title:	Fundamentals of Marketing Communication
Course Code:	COM5111
Course Duration:	1 Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	NIL
Precursors:	NIL
Equivalent Courses:	NIL
Exclusive Courses:	NIL

Part II

Course Aims

This course aims to

1. Discover innovative marketing concepts and application in real business situations.
2. Design and implement creative marketing planning for a real business company.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Analyze the customers, competitors and other business environments for creative marketing planning.	1
2.	Discover marketing concepts and their applications in real business organizations	2
3.	Apply and execute competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations	3
4.	Create both managerial judgment and innovative approaches to current marketing problems and issues.	2
5.	Work productively as part of a team, and in particular, communicate and present qualitative and quantitative information effectively in written and electronic formats in a collaborative environment.	2

(1: Least important CILO; 2: More important CILO; 3: Most important CILO)

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1: Simulation game

Discover innovative concepts and practical marketing knowledge are explained through lectures and classroom discussions. Students are given simulation game that cover relevant topics and are encouraged to work- with the lecturer and their peers. Students can analyze and visualize the applications of the concepts.

TLA2: Readings

Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to understand the innovative concepts and their applications.

TLA3: Group Presentations

Presentations by individual groups to the class on various creative marketing events and/or marketing plan. Other students are encouraged to raise questions for exploring new and creative ideas between the presenting groups.

CILO No	TLA1: Seminar	TLA2: Readings	TLA3: Group Presentations
CILO1	2	2	
CILO2	1	2	
CILO3	2	2	1
CILO4	2	1	2
CILO5	2		2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

AT1: Simulation game (40%)

Simulation game is arranged to provide students the opportunity to discover ideas effectively; learn and analyze creative and practical marketing concept and decision.

AT2: Group Project I: Case Analysis (20%)

The project is designed to assess the student's grasp on strategic innovative marketing thinking and analytical techniques in marketing planning, as well as student's ability to apply them to solve business problems.

AT3: Group Project Presentation (10%)

Students need to present to the class a summary of the group project within a time limit. The presentation is designed to gauge students' communication and presentation ability on marketing information as well as working effectively as a team.

AT4: Group Project II: Marketing Concept Study (30%)

The project is to assess students' depth understanding of some critical and creative marketing concepts and their ability to integrate the concepts into a conceptual framework through observations of and/or studying several real business cases. Students are supposed to do comprehensive literature review to have a conceptual map of the concept and be able to discuss its marketing implications in real marketing decision-making situations. Within-group peer evaluation will be conducted to assess each student's contribution to the completion of the project.

CILO No	AT1: Simulation game (40%)	AT2: Group Analysis (20%)	AT3: Project Presentation (10%)	AT4: Group Project II (30%)
CILO1	1	2		1
CILO2	1	2		2
CILO3	2	2		1
CILO4	1	1		2
CILO5	1		2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Grading of Student Achievement:

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of creative thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical creativity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

Keyword Syllabus

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; e-Marketing; Marketing Ethics, Creativity, Innovative method.

Recommended Reading

Text(s)

1. Philip Kotler & Gary Armstrong, *"Principles of Marketing"*, Prentice-Hall, 2006.
2. Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan & David K. Tse, *"Principles of Marketing – An Asian Perspective"*, Prentice-Hall, 2007.
3. Perreault, William D. & E. Jerome McCarthy, *"Essential of Marketing: A Global Managerial Approach"*, McGrawHill, 2001.
4. Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, *"Marketing"*, McGrawHill, 2001.
5. Kerin, Roger A., Hartley, Steven W. & Rudeluis, William, *"Marketing – The Core"*, McGrawHill, 2000.

Online Resources

Nil