

City University of Hong Kong

**Information on a Course
offered by Department of Electronic Engineering
with effect from Semester B in 2013/14**

Part I

Course Title:	Innovation in Multimedia Technology and Marketplaces for Mobile Applications
Course Code:	EE5433
Course Duration:	One semester (13weeks)
No. of credits:	3
Level:	P5
Medium of Instruction:	English
Prerequisites :	Nil
Precursors:	Nil
Equivalent Course:	Nil
Exclusive Courses:	Nil

Part II

Course Aims:

This course aims to provide students with selected topics in Innovation in Multimedia Technology and Marketplaces for Mobile Applications in the IT industry. Fundamentals as well as innovative thinking techniques for developing creative digital multimedia contents and mobile applications, and formulate marketing plans for turning innovative conceptual ideas into practical marketable new products, are part of this course.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs
1.	Explain the terminology used in creative digital content development for multimedia and mobile business.
2.	Apply knowledge of design thinking methodologies for generating innovative new product ideas in mobile & social media marketplace environment.
3.	Evaluate methods used to develop a Go-to-Market Campaign for any kind of creative digital contents/applications in the market.
4.	Apply team building, information sharing, and project management skills effectively in presentations with oral, written and electronic formats widely adopted for mobile & social media context.

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)

CILO 1, 2, 3, 4	Lecture, seminars, tutorial, case studies, presentation.
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Timetabling Information

Pattern	Hours
Lecture:	39*
Tutorials:	
Laboratory:	
Other activities:	

* Some of the lectures will be conducted in the form of laboratory tutorial, case studies, and presentation.

Discovery Learning Experience (DLE) is also a key to this course - via the case studies and seminars by the industrialists, together with supported with discussion with students to assess their progress; students are feed-backed on their quality of their case studies for progression. Some of the tutorials are in the form of seminars by the industrialists.

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)

	Type of assessment tasks	Weighting (if applicable)
Continuous Assessment	Tests, Case Study, Assignments, Group reports.	50%
Examination	Written exam	50% 2 hours

Remarks: To pass the course, students are required to achieve at least 35% in course work and 35% in the examination.

Grading of Student Achievement:

Letter Grade	Grade Point	Grade Definitions
A+	4.3	Excellent
A	4.0	
A-	3.7	
B+	3.3	Good
B	3.0	
B-	2.7	
C+	2.3	Adequate
C	2.0	
C-	1.7	
D	1.0	Marginal
F	0.0	Failure

Constructive Alignment with Programme Outcomes

PILO	How the course contribute to the specific PILO(s)
1, 2, 3, 4, 5	The course provides students with ample opportunities in discovering the core operational aspects, including innovative product development, company's marketing strategies, their management and organization, and trading practices in the real-life environment. Getting mastery of these aspects via cases study provides first-hand knowledge to students on Multimedia & Mobile Business in the marketplace.

6, 7	Students are required to complete the studies by summarizing their learning in a written report. Students will also acquire project management skills of the studies in their reporting.
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Part III

Keyword Syllabus:

Major aspects in the study include:

- Design Thinking Process for Multimedia & Mobile Products
- New Product Innovation: Product Opportunity Gap; Social, Economic, and Technological factors
- Basic Marketing Concept: 4Ps (Product, Price, Place, & Promotion) & Marketing-Mix model
- Consumer Behavior: AIDA model (Attention - Interest - Desire - Action)
- Target Market, Market Segmentation, and Market Positioning
- Go-To-Market planning & practices
- Media, Public Relations, & Advertising landscapes for mobile product business
- Integrated Marketing Campaign planning & case studies
- Facebook, YouTube, and other Social Media strategies
- Idea Pitching, Funding & Entrepreneurship

The studies explore the core innovation product development & marketing aspects, covering design thinking process, product opportunity gap; social, economic, and technological factors, consumer behaviors, market segmentation, integrated marketing campaign strategies, social media promotion skills, mobile business management and organization, and trading practices in the real-life environment. Upon completing this course, students will have a good insight and understanding of the innovation product development process, from ideas to its marketplace, on multimedia & mobile business.

Recommended Reading:

Nancy R. Lee and Philip A. Kotler (2011) *Social Marketing: Influencing Behaviors for Good*. SAGE Publications.

Thomas Lockwood (2009). *Design Thinking: Integrating Innovation, Customer Experience, and Brand Value*. Allworth Press. NY

Cagan, J. and Vogel, C. (2001). *Creating Breakthrough Products: Innovation from Product Planning to Program Approval*. FT Press.

The course lecturer shall recommend relevant books, publications and reference materials to the studies.

Online Resources (if any)

Relevant online materials, particular in Facebook Page & other social media resources will be recommended to students for study purpose