

City University of Hong Kong

Information on a Course offered by Department of Marketing with effect from Semester A in 2012 / 2013

Part I

Course Title: _____ Doctoral Studies: Marketing Modelling _____

Course Code: _____ MKT8630 _____

Course Duration: _____ 1 Semester _____

Credit Units: _____ 3 _____

Level: _____ Postgraduate _____

Medium of Instruction: _____ English _____

Prerequisites: (Course Code and Title) _____ Any research methodology course at postgraduate level _____

Precursors: (Course Code and Title) _____ NIL _____

Equivalent Courses: (Course Code and Title) _____ NIL _____

Exclusive Courses: (Course Code and Title) _____ NIL _____

Part II

Course Aims:

The course focuses on the quantitative modelling of business processes. The course aims to provide doctoral students with an in-depth exposure to major issues in related research.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Critically review existing tools and models for improving marketing decision effectiveness.	1

	(DEC-related Attitude)	
2.	Conduct quantitative research to examine marketing phenomena and process in ways that are amenable to decision modelling. (DEC-related Ability)	2
3.	Use research findings to generate new knowledge and creative solutions to marketing problems. (DEC-related Accomplishments)	3

(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: Lecture

Theories, concepts, and techniques of marketing modelling will be explained in class.

TLA2: Independent Study

Students should complete all suggested readings after each lecture.

TLA3: Class Discussions

Class discussion will be arranged during and off classes to ensure understanding and collaboration among students.

CILO No	TLA1: Lecture	TLA2: Independent Study	TLA3: Class Discussions
CILO 1	1	1	2
CILO 2	2	2	1
CILO 3	2	2	1

(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: Performances in Class Discussion (30%)

Discussions on theories, methods and techniques of modelling will be organized. In class discussions motivate students to think critically.

AT2: Individual Assignments (40%)

Students will work on assignments independently.

AT3: Group Research Paper and Presentation (30%)

Students will present their research papers in the class during the last week of the semester. The research paper will be submitted one week after the presentation.

CILO No	AT1: Performances in Class Discussions	AT2: Individual Assignments	AT3: Report and Presentation
CILO 1	2	1	2
CILO 2	1	2	2
CILO 3	1	2	2

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

Regulation of the course

1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

Grading of Student Achievement:

Grading Criteria of Assessment Task 1: Performances in Class Discussion

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modelling.	Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modelling.	Demonstrate acceptable command of a reasonable amount of materials covered, with adequate ability to understand and evaluate the tools and models in marketing modelling.	Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modelling.
Show excellent attitude of learning.	Show active attitude of learning.	Show positive attitude of learning.	Show minimum attitude of learning.
Attend over 90% of the classes.	Attend 80%-90% of the classes	Attend 70%-80% of the classes	Attend less than 70% of the classes.

Grading Criteria of Assessment Task 2: Individual Assignments

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
Show excellent ability to apply course content in social research and to assess the alternatives models to solve marketing problems.	Show good ability to apply course content in social research and to assess the alternatives models to solve marketing problems.	Show acceptable ability to apply course content in social research and to assess the alternatives models to solve marketing problems.	Show marginal ability to apply course content in social research and to assess the alternatives models to solve marketing problems.
Demonstrate excellent ability to solve problems and think critically and independently.	Demonstrate good ability to solve problems and think critically and independently.	Demonstrate acceptable ability to solve problems and think critically and independently.	Demonstrate marginal ability to solve problems and think critically and independently.

Grading Criteria of Assessment Task 3: Report and Presentation

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
Demonstrate excellent ability to build and evaluate models.	Demonstrate good ability to build and evaluate models.	Demonstrate acceptable ability to build and evaluate models.	Demonstrate marginal ability to build and evaluate models.
Demonstrate excellent ability to raise question and think critically.	Demonstrate good ability to raise question and think critically.	Demonstrate acceptable ability to raise question and think critically.	Demonstrate marginal ability to raise question and think critically.
Show wonderful attitude of team work and cooperation.	Show active attitude of team work and cooperation.	Show positive attitude of team work and cooperation.	Show minimum attitude of team work and cooperation.

Part III

Keyword Syllabus:

Stochastic Models; Market Response Models; Model Extension; Pricing Models; Product-Design Techniques; Distribution Logistics; Communication Planning; Sales Resource Allocation; Normative-marketing-mix Models

Recommended Reading

Text(s)

Reading materials will be provided in class.