

# City University of Hong Kong

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

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### Part I

Course Title: \_\_\_\_\_ Doctoral Studies: Marketing Theory \_\_\_\_\_

Course Code: \_\_\_\_\_ MKT8631 \_\_\_\_\_

Course Duration: \_\_\_\_\_ 1 Semester \_\_\_\_\_

Credit Units: \_\_\_\_\_ 3 \_\_\_\_\_

Level: \_\_\_\_\_ Postgraduate \_\_\_\_\_

Medium of Instruction: \_\_\_\_\_ English \_\_\_\_\_

Prerequisites: (Course Code and Title) \_\_\_\_\_ NIL \_\_\_\_\_

Precursors: (Course Code and Title) \_\_\_\_\_ NIL \_\_\_\_\_

Equivalent Courses: (Course Code and Title) \_\_\_\_\_ NIL \_\_\_\_\_

Exclusive Courses: (Course Code and Title) \_\_\_\_\_ NIL \_\_\_\_\_

### Part II

#### Course Aims

This course provides a comprehensive understanding of the evolution and evaluation of marketing theories. This course aims to help doctoral students develop their own marketing models through understanding some key issues in the philosophy of marketing science.

#### Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Appreciate new marketing theories that may emerge in the marketing literature. (DEC-related Attitude)	1

2.	Describe key concepts and theories in marketing and critically evaluate marketing theories. (DEC-related Ability)	2
3.	Address issues related to theory building and develop creative research models. (DEC-related Accomplishments)	3

(1: Minor focus; 2: More important focus; 3: Most important focus)

### **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: Seminar**

Various schools of marketing thought and issues related to theory building will be covered.

#### **TLA2: Independent Research**

Students will complete all suggested readings and critically review academic journal papers assigned.

### TLA3: Oral Presentations

Teaching staff will provide relevant topics and literatures for class discussions or verbal presentation.

<b>CILO No</b>	<b>TLA1: Seminar</b>	<b>TLA2: Independent Research</b>	<b>TLA3: Oral Presentations</b>
CILO 1	2	1	2
CILO 2	2	2	2
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 Participation (20%)

Students are required to participate in group or class discussions to improve their critical thinking skills.

#### AT3: Oral Presentations (30%)

Students will be assigned relevant literatures to prepare their individual or group verbal presentations.

#### AT3: Individual Assignment (50%)

Students are required to write a research proposal using knowledge learned and materials covered in the course.

<b>CILO No</b>	<b>AT1: Performances in Class Participation</b>	<b>AT2: Oral Presentations</b>	<b>AT3: Individual Assignment</b>
CILO 1	2	2	1
CILO 2	2	2	2
CILO 3	1	1	2

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

### **Regulation of the course**

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

## Grading of Student Achievement:

### *Grading Criteria of Assessment Task 1: Performances in Class Participation*

<b>Excellent</b> A+ A A-	<b>Good</b> B+ B B-	<b>Adequate</b> C+ C C-	<b>Marginal</b> D
Show excellent ability to scientifically synthesize and analyze as well as to do original thinking.	Be able to scientifically synthesize and analyze as well as to do some original thinking.	Be able to synthesize and analyze.	Have some knowledge of subject matter and marginal ability to synthesize.
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.
Actively participate in class and group discussions and show enthusiasm in discussions.	Participate in class and group discussions and show positive attitude in discussions.	Participate in class and group discussions. Active when prompt.	Attend class and group discussions. Occasionally active when urged.

### *Grading Criteria of Assessment Task 2: Oral Presentation*

<b>Excellent</b> A+ A A-	<b>Good</b> B+ B B-	<b>Adequate</b> C+ C C-	<b>Marginal</b> D
Show excellent command of all aspects of the whole presented content and thorough understanding of assigned literatures.	Show good knowledge of most aspects of the whole presented content and deep understanding of assigned literatures.	Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of assigned literatures.	Show marginal command of all aspects of the whole presented content and basic understanding of assigned literatures.
Demonstrate excellent ability of interpretation and integration.	Demonstrate good ability of interpretation and integration.	Demonstrate fair ability of interpretation and integration.	Show marginal ability of interpretation and integration.
Excellent ability to communicate and present information effectively.	Good ability to communicate and present information effectively.	Acceptable ability to communicate and present information.	Marginal ability to communicate and present information.

### *Grading Criteria of Assessment Task 3: Individual Assignment*

<b>Excellent</b> A+ A A-	<b>Good</b> B+ B B-	<b>Adequate</b> C+ C C-	<b>Marginal</b> D
Show excellent command of all aspects of the course and excellent capacity to address issues related to theory building.	Show good coverage of most aspects of the course and good capacity to address issues related to theory building.	Demonstrate acceptable command of a reasonable amount of materials covered and acceptable capacity to address issues related to theory building.	Show marginal command of course materials and marginal capacity to address issues related to theory building.
Demonstrate excellent ability to apply course content in research and to develop a creative research proposal.	Demonstrate good ability to apply course content in research and to develop a meaningful research proposal.	Be able to apply major course content in research and to develop an acceptable research proposal.	Be able to apply some concepts of the course. Show marginal ability to develop a meaningful research proposal.
Strong evidence of original thinking with a high degree of creativity.	Good evidence of original thinking with degree of creativity.	Fair evidence of original thinking.	Poor evidence of original thinking.

## **Part III**

### **Keyword Syllabus**

Marketing Theory; Philosophy of Marketing Science; Theory Building; Hypothesis Testing