

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2017/18

Part I Course Overview

Course Title: Doctoral Studies: Marketing Modelling

Course Code: MKT8630

Course Duration: One Semester

Credit Units: 3

Level: Postgraduate

Arts and Humanities

Proposed Area: Study of Societies, Social and Business Organisations

(for GE courses only)

Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: Any research methodology course at postgraduate level

(Course Code and Title)

Precursors: Nil

(Course Code and Title)

Equivalent Courses: Nil

(Course Code and Title)

Exclusive Courses: Nil

(Course Code and Title)

Part II Course Details

1. Abstract

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.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Critically review existing tools and models for improving marketing decision effectiveness.		✓		
2.	Conduct quantitative research to examine marketing phenomena and process in ways that are amenable to decision modelling.			✓	
3.	Use research findings to generate new knowledge and creative solutions to marketing problems.				✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1. Lecture	Theories, concepts, and techniques of marketing modelling will be explained in class.	✓	✓	✓	
2. Independent Study	Students should complete all suggested readings after each lecture.	✓	✓	✓	
3. Class Discussion	Class discussion will be arranged during and off classes to ensure understanding and collaboration among students.	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: 100%					
1. Performances in Class Discussion	✓	✓	✓	30%	
2. Individual Assignments	✓	✓	✓	40%	
3. Group Research Paper and Presentation	✓	✓	✓	30%	
Examination: 0% (duration: _____, if applicable)					
				100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Performances in Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand and evaluate the tools and models in marketing modelling. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the tools and models in marketing modelling. Show active attitude of learning. Attend 80%-90% of the classes. 	<ol style="list-style-type: none"> 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 positive attitude of learning. Attend 70%-80% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the tools and models in marketing modelling. Show minimum attitude of learning. Attend less than 70% of the classes. 	
2. Individual Assignments		<ol style="list-style-type: none"> Show excellent 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. 	<ol style="list-style-type: none"> Show good ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate good ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show acceptable ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate acceptable ability to solve problems and think critically and independently. 	<ol style="list-style-type: none"> Show marginal ability to apply course content in social research and to assess the alternatives models to solve marketing problems. Demonstrate marginal ability to solve problems and think critically and independently. 	
3. Group Research Paper and Presentation		<ol style="list-style-type: none"> Demonstrate excellent ability to build and evaluate models. Demonstrate excellent ability to raise question and think critically. Show wonderful attitude of team work and cooperation. 	<ol style="list-style-type: none"> Demonstrate good ability to build and evaluate models. Demonstrate good ability to raise question and think critically. Show active attitude of team work and cooperation. 	<ol style="list-style-type: none"> Demonstrate acceptable ability to build and evaluate models. Demonstrate acceptable ability to raise question and think critically. Show positive attitude of team work and cooperation. 	<ol style="list-style-type: none"> Demonstrate marginal ability to build and evaluate models. Demonstrate marginal ability to raise question and think critically. Show minimum attitude of team work and cooperation. 	

Part III Other Information (more details can be provided separately in the teaching plan)

1. 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.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

Reading materials will be provided in class.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Nil.