

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2022/23**

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**Part I Course Overview**

<b>Course Title:</b>	Principles of Marketing
<b>Course Code:</b>	FB5601
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	2
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	MKT5601 Principles of Marketing / MKT5610 Marketing Strategy and Planning

## Part II Course Details

### 1. Abstract

The purpose of this course is to help students master the basic concepts and practices of modern marketing in a practical way. Case studies and group project will be heavily used to achieve this objective. Active class participation and personal experience sharing thus are strongly encouraged. Specifically,

1. Familiarize the students with marketing concepts and application in real business situations.
2. Enable students to develop and implement successful marketing planning for a real business company.

### 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.	Analyze the customers, competitors and other business environments.		✓	✓	
2.	Critically discuss the marketing planning process and its key roles in business organizations.		✓	✓	
3.	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations.			✓	✓
4.	Apply both managerial judgment and analytical approaches to current marketing problems and issues.			✓	✓
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.		✓	✓	✓
		100%			

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	4	5		
1.	Seminar	2	1	2	2	2		
2.	Readings	2	2	2	1			
3.	Group Presentation			1	2	2		

#### TLA1: Seminar

Concepts and general knowledge of marketing are explained through lectures and classroom discussions. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to 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 think through the concepts and their applications.

#### TLA3: Group Presentations

Presentations by individual groups to the class on various marketing topics and/or the chosen marketing plan. Other students are encouraged to raise questions for the presenting groups.

### 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	4	5			
Continuous Assessment: 100%								
1. Attendance and Participation	✓	✓	✓	✓	✓		30%	
2. In-class Quiz	✓	✓	✓	✓	✓		30%	
3. Group Project and Presentation	✓	✓	✓	✓	✓		40%	
Examination: 0% (duration:    hours, if applicable)								
							100%	

## 5. Assessment Rubrics

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

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Participation and Class Discussion	Class participation and performance in class activities	<p>Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in business organizations.</p>	<p>Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.</p>	<p>Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.</p>	<p>Hardly present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Hardly participate in class discussion and asking no questions related to the practice of marketing strategy in business organizations.</p>
Group Project and Presentation	Performance in collaboration and contribution to the group project	Students perform excellently in contributing knowledge to the group project and deal with issues in collaboration	Students perform well in contributing knowledge to the group project and deal with issues in collaboration.	Students fairly perform in contributing knowledge to the group project and deal with issues in collaboration.	Students perform badly in contributing knowledge to the group project and deal with issues in collaboration.
Quizzes	Assess each student's ability and competence level of the course	<p>Able to recognize all of the marketing concepts and their applications.</p> <p>Demonstrate no managerial and analytical skills to current marketing problems and issues.</p>	<p>Able to recognize most of the marketing concepts and their applications.</p> <p>Demonstrate good managerial and analytical skills to current marketing problems and issues.</p>	<p>Able to recognize a few marketing concepts and their applications.</p> <p>Demonstrate marginal managerial and analytical skills to current marketing problems and issues.</p>	<p>Not able to recognize any marketing concepts and their applications.</p> <p>Demonstrate no managerial and analytical skills to current marketing problems and issues.</p>

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Participation and Class Discussion	Class participation and performance in class activities	<p>Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in business organizations.</p>	<p>Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.</p>	<p>Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategy in business organizations.</p>	<p>Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.</p>	<p>Hardly present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.</p> <p>Hardly participate in class discussion and asking no questions related to the practice of marketing strategy in business organizations.</p>
Group Project and Presentation	Performance in collaboration and contribution to the group project	Students perform excellently in contributing knowledge to the group project and deal with issues in collaboration	Students perform well in contributing knowledge to the group project and deal with issues in collaboration.	Students perform reasonably well in contributing knowledge to the research group and deal with issues in collaboration.	Students fairly perform in contributing knowledge to the group project and deal with issues in collaboration.	Students perform badly in contributing knowledge to the group project and deal with issues in collaboration.
Quizzes	Assess each student's ability and competence level of the course	<p>Able to recognize all of the marketing concepts and their applications.</p> <p>Demonstrate no managerial and analytical skills to current marketing problems and issues.</p>	<p>Able to recognize most of the marketing concepts and their applications.</p> <p>Demonstrate good managerial and analytical skills to current marketing problems and issues.</p>	<p>Able to recognize some of the marketing concepts and their applications.</p> <p>Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.</p>	<p>Able to recognize a few marketing concepts and their applications.</p> <p>Demonstrate marginal managerial and analytical skills to current marketing problems and issues.</p>	<p>Not able to recognize any marketing concepts and their applications.</p> <p>Demonstrate no managerial and analytical skills to current marketing problems and issues.</p>

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

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

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.

**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.)*

1.	Nil
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**2.2 Additional Readings**

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

Marketing Management: Text and Cases (7<sup>th</sup> Edition), 2000, Douglas J. Dalrymple, Leonard J. Parsons, John Wiley & Sons, Inc.

Strategic Marketing Problems: Cases and Comments (11<sup>th</sup> Edition), 2007, Roger A. Kerin, Robert A. Peterson, Pearson Prentice Hall

Kotler, Philip, *Marketing Management*, latest edition, Prentice Hall.

Kotler, Philip, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2005), *Principles of Marketing: An Asian Perspective*, Prentice Hall.

Porter, M.E. (1980), *Competitive Strategy: Techniques for Analysing Industries and Competitors*. New York: The Free Press.

Achrol, R. and Kotler, P. (1999), *Marketing in the Network Economy*, Journal of Marketing, 63 (Special Issue): 146-161.

Doney, P. and Cannon, J. (1997), *An Examination of the Nature of Trust in Buyer-Seller Relationships*, Journal of Marketing, 61 (April): 35-51.

Dyer, J. and Singh, H. (1998), *The Relational View: Cooperative Strategy and Sources of Interorganizational Competitive Advantage*, Academy of Management Review, 23 (October): 660-680.

Eisenhardt, K. and Tabrizi, B. (1995), *Accelerating Adaptive Processes: Product Innovation in the Global Computer Industry*, Administrative Science Quarterly, 40 (March): 84-110.

- Houston, Franklin S. (1986), *The Marketing Concept: What It is and What It is Not*, Journal of Marketing, April, 81-7.
- Klein, S., Frazier, G. L., and Roth, V. J. (1990), *A Transaction Cost Analysis of Channel Integration in International Markets*, Journal of Marketing Research, 27 (May): 196-208.
- Kohli, A., Shervani, T., and Challagalla, G. (1998), *Learning and Performance Orientation of Salespeople: The Role of Supervisors*, Journal of Marketing Research, 35 (May): 263-275.
- Kotler, Philip, and Alan Andreasen (1991), *The Growth and Development of the Nonprofit Sector, Strategic Marketing for Nonprofit Organizations*, 4th ed., Englewood Cliffs, New Jersey: Prentice Hall, 1-34.
- Lehmann, Donald R. and Russell S. Winer (1994), *Analysis for Marketing Planning*, Burr Ridge, Illinois, U.S.A.: Richard D. Irwin, Inc., Chapter 1, 1-17.
- Luk, S. (1998), *Structural Changes in China's Distribution System*, International Journal of Physical Distribution and Logistics Management, 28 (1): 44-67.
- Morgan, R. and Hunt, D. (1994), *The Commitment-Trust Theory of Relationship Marketing*, Journal of Marketing, 58 (July): 20-38.
- Rindfleisch, A. and Heide, Jan B. (1997), *Transaction Cost Analysis: Past, Present and Future Applications*, Journal of Marketing, 61 (October): 30-54.
- Leung, T. K. P., Y. H. Wong, and Syson Wong (1996), *A Study of Hong Kong Businessmen's Perceptions of the Role 'Guanxi' in the People's Republic of China*, Journal of Business Ethics, 15, 749-58.
- Su, Chenting and James E. Littlefield, *Entering Guanxi: A Business Ethical Dilemma in Mainland China?*, Journal of Business Ethics, 2001, Vol. 33 No. 3, 199-210.
- Heide, Jan B. (1994), *Interorganizational Governance in Marketing Channel*, Journal of Marketing, January, 71-85.
- Johnston, Russell and Paul R. Lawrence (1988), *Beyond Vertical Integration - The Rise of the Value-Adding Partnership*, Harvard Business Review, July-August, 94-101.
- Weinberger, Marc G., H. Spotts, L. Campbell, and A. L. Parsons (1995), *The Use and Effect of Humor in Different Advertising Media*, Journal of Advertising Research, May-June, 44-55.
- Alba, Joseph, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer and Stacy Wood (1997), *Interactive Home Shopping: Consumer, Retailer and Manufacturer Incentives to Participate in Electronic Marketplaces*, Journal of Marketing, 61 (July), 38-53.

Hoque, Abeer Y. and Gerald L. Lohse (1999), *An Information Search Cost Perspective for Designing Interfaces for Electronic Commerce*, Journal of Marketing Research, 36 (August), 387-94.

Peattie, K. and Ratnayaka, M. (1992), *Responding to the Green Movement*, Industrial Marketing Management, 21,103-10.

Roberts, J. A. (1996), *Will the Real Socially Responsible Consumer Please Step Forward?*, Business Horizons, 39(1), 79-83.

#### Recommended Journals and Websites

Journal of Marketing

Journal of Marketing Research

Journal of Consumer Research

Journal of the Academy of Marketing Science

Journal of International Marketing

International Journal of Research in Marketing

Journal of Advertising

Journal of Advertising Research

Harvard Business Review

Sloan Management Review

www.emkt.com.cn (for China Marketing studies)

#### **Online Resources**

Nil.