

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester B 2023/24**

Part I Course Overview

Course Title: Strategic Marketing

Course Code: MKT5647

Course Duration: Intensive Teaching Mode / One Semester

Credit Units: 3

Level: P5

Medium of

Instruction: English

Medium of

Assessment: 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 Details

1. Abstract

This course aims to teach students how to apply game-theoretic analysis to develop effective marketing/business strategies. The ultimate aim is to strengthen students' abilities to think strategically in business situations, rather than to teach them facts or theories.

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.	Use the framework to analyze business issues from a much broader perspective;		✓		
2.	Identify all the key players in any business context;			✓	
3.	Link seemingly unrelated games to their advantage;			✓	
4.	Develop creative strategies that may bring win-win outcomes;				✓
5.	Compete and cooperate effectively in both B2B and B2C markets.				✓
		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, acquire research skills, synthesize knowledge across disciplines or apply academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artifacts, 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	
Lectures	Important knowledge of game theories and analytical frameworks will be explained and delivered through lectures. Ethics-related issues are discussed throughout all lectures.	✓	✓	✓	✓	✓	
Group Project Report	The class will form about 8 self-selected groups during the first week of class. Each group will have to complete a group term project. Group members must work jointly to prepare the report and presentation. The objective of the term	✓	✓	✓	✓	✓	

	project is to provide students with an opportunity to apply what they have learnt in class to a real marketing issue that is of interest to them, to demonstrate how well they have mastered the knowledge/ frameworks/tools learned and how to apply them in real business context. The students can select a project topic of their own interest or the instructor can assign some topic to the students. At the end of the class, each student needs to evaluate the contribution of each group member to our term project so as to prevent potential free-ride problem.						
Group Project Presentation	During the final sessions of the semester, each group will make a 20-minutes presentation to the entire class followed by a 20-minute Q&A.	✓	✓	✓	✓	✓	
Case Analysis	Each student is required to write analysis on two cases of their own choices and submit these analyses before the cases are studied.	✓	✓	✓	✓	✓	
In-class Discussion	Class sessions will be devoted to probing, extending, and applying the material in the readings and the cases. It is the students' responsibility to be prepared for each session as detailed in the course outline. Each student is expected to contribute to class discussions.	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

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

The project report is to assess student's competence level to apply the learned marketing concepts to a real business situation as well as working effectively as a team.

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 70%							
In-class Participation	✓	✓	✓	✓	✓	10%	
Group Term Project Report	✓	✓	✓	✓	✓	40%	
Group Term Project Presentation	✓	✓	✓	✓	✓		
Case Analysis	✓	✓	✓	✓	✓	20%	
Examination: 30% (duration: 2 hours)							
Final Exam	✓	✓	✓	✓	✓	30%	
						100%	

Regulation of the course:

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

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)
1. In-class Discussion	1. Strong evidence of showing familiarity with key concepts and definitions	High	Significant	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points and make important contributions of the assigned questions or problems.	High	Significant	Basic	Not even reaching marginal levels
	3. High participation and excellent presentation skills.	High	Significant	Basic	Not even reaching marginal levels
2. Group Term Project Report	1. Strong ability to excellently integrate major concepts of game theory to marketing problems, and thoroughly identify the ways of defining, designing and conducting analytical marketing analysis.	High	Significant	Basic	Not even reaching marginal levels
	2. Show excellent command to identify the various process and procedures in analytical decision making.	High	Significant	Basic	Not even reaching marginal levels
	3. Demonstrate outstanding competence to analyze marketing data using software package.	High	Significant	Basic	Not even reaching marginal levels
	4. Provide excellent, practical and effective recommendations to a marketing problem based on the analysis of marketing data with a strong emphasis on business ethics.	High	Significant	Basic	Not even reaching marginal levels
	5. Present and organize information excellently in a business report format.	High	Significant	Basic	Not even reaching marginal levels
3. Group Term Project Presentation	1. Present and communicate information effectively and excellently in oral and electronic format.	High	Significant	Basic	Not even reaching marginal levels
	2. Show excellent coverage of contents and demonstrate excellent time management skills.	High	Significant	Basic	Not even reaching

					marginal levels
	3. Provide quality answers to questions raised in the presentation Q&A session.	High	Significant	Basic	Not even reaching marginal levels
4. Case Analysis	1. Strong evidence of showing familiarity with the case and the key issues involved.	High	Significant	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points in the case and make excellent analyses on the assigned questions on the case.	High	Significant	Basic	Not even reaching marginal levels
5. Final Examination	1. Show superior grasp of all aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours, competitors, and business environments deeply.	High	Significant	Basic	Not even reaching marginal levels
	2. Show excellent command of the marketing planning process and its key roles in financial services organizations.	High	Significant	Basic	Not even reaching marginal levels
	3. Demonstrate excellent ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.	High	Significant	Basic	Not even reaching marginal levels
	4. Show excellent ability to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	High	Significant	Basic	Not even reaching marginal levels

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)
1. In-class Discussion	1. Strong evidence of showing familiarity with key concepts and definitions	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points and make important contributions of the assigned questions or problems.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. High participation and excellent presentation skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Term Project Report	1. Strong ability to excellently integrate major concepts of game theory to marketing problems, and thoroughly identify the ways of defining, designing and conducting analytical marketing analysis.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Show excellent command to identify the various process and procedures in analytical decision making.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Demonstrate outstanding competence to analyze marketing data using software package.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4. Provide excellent, practical and effective recommendations to a marketing problem based on the analysis of marketing data with a strong emphasis on business ethics.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	5. Present and organize information excellently in a business report format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group Term Project Presentation	1. Present and communicate information effectively and excellently in oral and electronic format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Show excellent coverage of contents and demonstrate excellent time management skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Provide quality answers to questions raised in the presentation Q&A session.	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Case Analysis	1. Strong evidence of showing familiarity with the case and the key issues involved.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2. Clearly and correctly state most critical points in the case and make excellent analyses on the assigned questions on the case.	High	Significant	Moderate	Basic	Not even reaching marginal levels
5. Final Examination	1. Show superior grasp of all aspects of the course, with the ability to integrate major concepts of financial services marketing to analyze the consumers' behaviours,	High	Significant	Moderate	Basic	Not even reaching marginal levels

	competitors, and business environments deeply.					
	2. Show excellent command of the marketing planning process and its key roles in financial services organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3. Demonstrate excellent ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	4. Show excellent ability to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.	High	Significant	Moderate	Basic	Not even reaching marginal levels

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.)

Game theory, competition, cooperation, information, value net, players, added values, rules, game tactics, game scope.

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.	Avinash K. Dixit and Barry J. Nalebuff “Thinking Strategically” Norton
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2.2 Additional Readings

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

1.	Title: Co-opetition Author: Barry J. Nalebuff and Adam M. Brandenburger Publisher: HarperCollins Edition:1st ISBN:0 00 255654 5
2.	A few Harvard Business School Cases