

MKT5616: MARKETING INNOVATION AND PRACTICUM

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Marketing Innovation and Practicum

Subject Code

MKT - Marketing

Course Number

5616

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

MKT5610 Marketing Strategy and Planning

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course provides a hands-on experience in tackling real-world consulting projects in innovative marketing and related topics to achieve an organization's goals. Groups of students will manage a substantial project with well-known firms in order to hone their abilities in innovative marketing strategy, channel management, pricing strategy, and so on. The spirit of the class will be very much "learning-by-doing."

This course intends to provide the student with an understanding of the marketing challenges faced by managers in the industry through a hands-on project. It helps to enhance the student's skills in solving problems in collaborative environments and to prepare the student for managing projects with demanding deadlines in a complex organization.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify meaningful innovative marketing / business topics		x		
2	Develop feasible working flow to solve defined topic based on customers, competitors, and the competitiveness of a company				x
3	Manage working process of project to find, analyze, and utilize data and information to make a sound innovative marketing decisions			x	
4	Solve the critical problem in the working process in order to explore a company's chance of winning in the new markets			x	
5	Enhance a practical business sense		x		
6	Improve business communication skills		x		

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	<p>Students will learn various concepts and illustrations of innovative marketing and practicums, which will be explained through lectures through a mix of lectures, videos, and case study examples. The most updated trends, good practices, information, and lessons shared by opinion leaders and reputable business professionals will be introduced.</p> <p>Plenty of most updated trends, good practices, information and lessons shared by opinion leaders and / or reputable business professionals will be introduced.</p> <p>Experiences and instructions will also be covered</p>	1, 2, 3, 4, 5, 6
2	Brain Storming and Group Meeting	<p>Students will participate in company-based project meetings to stimulate learning motivation and apply the concepts covered in class.</p> <p>Students will participate in relevant discussion activities to encourage sharing of ideas.</p> <p>Students will report observations and analysis on company-based projects, share their initial ideas on the project topic (1st phase) and working flow or outline (2nd or later phases), and get the instructor or other groups' input.</p> <p>Group members are also expected to arrange regular meetings with project sponsor(s) from companies.</p>	1, 2, 3, 4, 5, 6

3	Defense	The instructor will select critical questions for the projects in each project group, and instructor will invite a competitor group (whom will be supported by instructor) to challenge the groups with those critical questions.	1, 2, 3, 4, 5, 6	
4	Written Report	Students will write a report that includes a project statement of work and Gantt chart, a weekly progress report, and a final report. As the significant output of the group project, every group will be required to submit a written report completed by the whole group, solving the problems or answering the questions raised about the project topic.	1, 2, 3, 4, 5, 6	
5	Oral Presentation	Students will work within a group to present a marketing plan for a real company, write a report for the project, and present the project findings as an oral presentation in the class. As another part of the group project output, every group will be required to present their report to company sponsors (if possible) or in the class participated by all group members.	1, 2, 3, 4, 5, 6	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-Class Discussion Students need to participate in class discussions and activities and ask questions to facilitate their understanding of innovative marketing knowledge taught in class.	1, 2, 3, 4, 5, 6	10	

2	Final Project Presentation and Deliverables Students will prepare and deliver presentations on their group projects. The project presentation is designed to gauge students' communication and presentation ability on marketing information and working effectively as a team.	1, 2, 3, 4, 5, 6	60	
3	Individual Report Students are supposed to do an innovative marketing literature review to have a conceptual map of the concept and be able to discuss its marketing implications in real marketing decision-making situations. Out-of-class assignments will be given to students to test their understanding of class material.	1, 2, 3, 4, 5, 6	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

In-Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.1 Able to always present and communicate innovative marketing ideas excellently in oral format to analyze customers, competitors, and other issues.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.2 Proactively participate in class discussion by offering innovative marketing ideas and asking questions related to the practice of innovative marketing strategy

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D)Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Project Presentation and Deliverables (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.1 Show excellent command of all aspects by integrating major innovative marketing concepts and practicums to analyze consumers' behaviors, competitors, and other issues, and consolidate lots of insights and implications for strategy formulation.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D)Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Project Presentation and Deliverables (students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

2.3 Present and organize marketing information excellently in a business report format.

Excellent

(A+, A, A-)High

Good

(B+, B, B-)Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.1 Show excellent command of all aspects by integrating major innovative marketing concepts to analyse consumers' behaviors, competitors, and other issues, and consolidate lots of insights and implications for strategy formulation.

Excellent

(A+, A, A-) Excellent

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report (students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.2 Demonstrate excellent ability to apply marketing concepts and develop outstanding marketing programs to tackle current marketing problems and issues.

Excellent

(A+, A, A-)High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report (students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.3 Present and organize marketing information excellently in a business report format.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.1 Ability to make an intellectual contribution at each and every class meeting

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.2 Capacity to be familiar with the assigned literature and readings

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.3 Ability to complete all the assignment

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Project Presentation and Deliverables (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.1 Capacity to show command of aspects by integrating major marketing concepts to analyze the consumers' behaviors, competitors, and business environment, and consolidate lots of insights and implications for strategy formulation

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Project Presentation and Deliverables (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.2 Ability to apply the marketing principles and develop marketing programs to tackle current marketing problems and issues.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Project Presentation and Deliverables (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.3 Ability to present and organize marketing information in a business report format

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.1 Capacity to demonstrate skills in identifying case problems(s), enumerating alternative solutions, evaluating and analysing alternative solutions, making a right choice of “best” solution, and specifying effective implementation measures

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.2 Ability to demonstrate skills in terms of organization/ structure/ logical flow, persuasion/ expression, and relevance and use of appendices and exhibits in the presentation

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

Project management. Marketing environment and opportunities analysis; Marketing strategies development; Marketing programs planning; Business ethics and social responsibilities.

Reading List**Compulsory Readings**

	Title
1	An introduction to management consultancy by Marc G. Baaij, Los Angeles : Sage, 2014. (CityU Library: HD69.C6 B33 2014)
2	Strategic marketing problems: cases and comments By Roger A. Kerin, Robert A. Harlow : Pearson Education, c2013. (CityU Library: HF5415.135 .K47 2013)
3	Multicultural marketing and business consulting by Thaddeus Spratlen: University of Washington Press, c2013. (CityU Library: HF5415 .M755 2013)

Additional Readings

	Title
1	ProQuest Database (Available in CityU Library)
2	INFOBANK 環球商訊庫 Business Briefing Database (Available in CityU Library)