

MKT5640: FORUM ON MARKETING PRACTICE AND CAREER DEVELOPMENT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Forum on Marketing Practice and Career Development

Subject Code

MKT - Marketing

Course Number

5640

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

Nil

Precursors

MKT5611 Consumer/Buyer Behavior or MKT5612 Applied Marketing Research

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to:

- provide students with key concepts of retail management and marketing including roles of retailing business, consumer behaviour in retailing, retailing marketing environments and the retail marketing mix;
- equip students with essential retailing management and marketing skills in analyzing and solving business issues in retailing context;
- provide students with marketing concepts in developing strategies and brands in retailing context.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Carefully observe the roles and importance of a retailer in distribution channel together with its characteristics;		x		
2	Explain basic principles of retailing and fundamental marketing concepts applied in retailing context;			x	
3	Apply various retailing and marketing tools in understanding retail customers, identifying business problems and evaluating the effectiveness of retailers' strategies and brand;			x	
4	Devise creative and practical solutions together with business strategies to problem identified.				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	Seminar	Students will engage in discussions and exercises to deepen their understanding of key concepts in retailing management and marketing, enriched by real case studies, multimedia materials, and insights from guest speakers.	1, 2, 3, 4

2	Readings	Student will explore reference materials to enhance understanding of retailing and marketing concepts, broadening overall knowledge.	1, 2	
3	Consultation	Student will take advantage of one-on-one or team discussions with the lecturer to delve deeper into course topics and exchange ideas.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Discussion Class discussion exercises are given to assess students' understanding and knowledge on retailing management and marketing concepts.	1, 2, 3, 4	20	
2 Group Project Students need to conduct research and data analysis on one retailer either in Hong Kong or other countries or develop a new retail business. At the end of the course, they are required to conduct an oral presentation and submit a written report on the findings and analysis, problems identified and recommendations.	2, 3, 4	40	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Additional Information for ATs**Regulation of the course**

1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.
2. Students are required to pass **BOTH coursework and examination** components in order to be awarded a pass.

3. Students' final grades are subject to the Assessment Panel or its delegate's final decision.

Assessment Rubrics (AR)

Assessment Task

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 retail management and marketing ideas in oral and/or written format to analyze customers, competitors and other retailing issues in weekly classes.

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

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

Criterion

1.2 Participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of retailing marketing strategy and concepts.

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

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

Criterion

2.1 Able to apply market research to identify all business problems excellently and recommend innovative and/or quality solutions.

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

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

Criterion

2.2 Show command of managerial and analytical skills to current retailing 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

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

Criterion

2.3 Demonstrate project management skills, and excellent oral and written communication skills.

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

Criterion

3.1 Able to recognize all of the retailing management and marketing concepts.

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

Criterion

3.2 Show command of retailing management and marketing knowledge in analyzing business problems.

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

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

Criterion

1.1 Able to always present and communicate retail management and marketing ideas in oral and/or written format to analyze customers, competitors and other retailing issues in weekly classes.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

1.2 Participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of retailing marketing strategy and concepts.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.1 Able to apply market research to identify all business problems excellently and recommend innovative and/or quality solutions.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.2 Show command of managerial and analytical skills to current retailing issues.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

2.3 Demonstrate project management skills, and excellent oral and written communication skills.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.1 Able to recognize all of the retailing management and marketing concepts.

Excellent

(A+, A, A-) High

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Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.2 Show command of retailing management and marketing knowledge in analyzing business problems.

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

Roles and Importance of Retailers / Retail Consumer Decision Model / Fundamental Concepts of Retailing / Retail Organization Structure and Management / Retail Marketing Mix / Merchandising and Buying / Retail Loyalty Program and Relationship Management / Store Design and Store Concept / Visual Merchandising / Retail Strategies / Retailer Brand / Multichannel and Omnichannel Retailing

Reading List

Compulsory Readings

Title	
1	Michael Levy, Dhruv Grewal, "Retailing Management" 11th edition

Additional Readings

Title	
1	Barry Berman & Joel R. Evans, "Retail Management, A Strategic Approach"
2	Robert F Lusch, Patrick M Dunne, James R Carver, "Introduction to Retailing"
3	Barry J. Davis & Philippa Ward, "Managing Retail Consumption"
4	Mary L Roberts & Debra Zahay, "Internet Marketing, Integrating Online and Offline Strategies"