

MKT5647: STRATEGIC MARKETING

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Strategic Marketing

Subject Code

MKT - Marketing

Course Number

5647

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

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Use the framework to analyze business issues from a much broader perspective;	x		
2	Identify all the key players in any business context;		x	
3	Link seemingly unrelated games to their advantage;		x	
4	Develop creative strategies that may bring win-win outcomes;			x
5	Compete and cooperate effectively in both B2B and B2C markets.			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	Learn about game theories and analytical frameworks through lectures. Ethics-related issues will be integrated and discussed throughout the sessions.	1, 2, 3, 4, 5

2	Group Project Report	Students will form self-selected groups to collaboratively complete a term project on a real marketing issue. They will prepare a report and presentation, applying the knowledge and frameworks learned in class. Students can choose a project topic of interest or receive an assigned topic from the instructor. At the end of the term, they will evaluate each group member's contribution to address potential free-riding.	1, 2, 3, 4, 5	
3	Peer Discussion	Deliver a 20-minute presentation on the group project during the final sessions, followed by a 20-minute Q&A. Share insights and answer questions from the class.	1, 2, 3, 4, 5	
4	Case Analysis	Write and submit analyses on two selected cases before they are studied in class.	1, 2, 3, 4, 5	
5	In-class Discussion	Engage in discussions to probe, extend, and apply material from readings and cases. Be prepared for each session and contribute actively to class discussions.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class Participation	1, 2, 3, 4, 5	10	
2	Group Term Project Report	1, 2, 3, 4, 5	20	
3	Group Term Project Presentation	1, 2, 3, 4, 5	20	
4	Case Analysis	1, 2, 3, 4, 5	20	

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Additional Information for ATs

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.

Regulation of the course:

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

Assessment Rubrics (AR)

Assessment Task

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

Criterion

Strong evidence of showing familiarity with key concepts and definitions

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

Clearly and correctly state most critical points and make important contributions of the assigned questions or 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

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

Criterion

High participation and excellent presentation 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

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

Criterion

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.

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

Criterion

Show excellent command to identify the various process and procedures in analytical decision making.

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

Criterion

Demonstrate outstanding competence to analyze marketing data using software package.

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

Criterion

Provide excellent, practical and effective recommendations to a marketing problem based on the analysis of marketing data with a strong emphasis on business ethics.

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

Criterion

Present and organize 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

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

Criterion

Present and communicate information effectively and excellently in oral and electronic 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

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

Criterion

Show excellent coverage of contents and demonstrate excellent time management 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

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

Criterion

Provide quality answers to questions raised in the presentation Q&A session.

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

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

Criterion

Strong evidence of showing familiarity with the case and the key issues involved.

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

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

Criterion

Clearly and correctly state most critical points in the case and make excellent analyses on the assigned questions on the case.

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

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.

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

Show excellent command of the marketing planning process and its key roles in financial services organizations.

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

Demonstrate excellent ability in selecting, analyzing and evaluating the practice of marketing strategy in financial services organizations.

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

Show excellent ability to apply both managerial judgement and analytical approaches to current marketing problems and issues in the financial services sector.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

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(D) Basic

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Assessment Task

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

Criterion

Strong evidence of showing familiarity with key concepts and definitions

Excellent

(A+, A, A-) High

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(B+, B) Significant

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(B-, C+, C) Basic

Failure

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Criterion

Clearly and correctly state most critical points and make important contributions of the assigned questions or problems.

Excellent

(A+, A, A-) High

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Part III Other Information**Keyword Syllabus**

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

Reading List**Compulsory Readings**

Title	
1	Avinash K. Dixit and Barry J. Nalebuff "Thinking Strategically" Norton

Additional Readings

Title	
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