

MKT6648: ADVANCED MARKETING PRACTICES

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Advanced Marketing Practices

Subject Code

MKT - Marketing

Course Number

6648

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 provide marketing practice opportunities to students and give their practical experiences required in real business world by communicating with client, finding their real and workable needed, preparing marketing plan, and managing the project so to fulfil commitment to clients.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Students will acquire knowledge of various concepts through lectures and case studies, apply these theories to real business problems, and identify clients' actual business challenges through direct communication.	x		
2	Students will analyse cases to apply concepts across various industries, develop and present actionable implementation plans to meet specified requests.	x	x	x
3	Students will collaborate in groups to create and oversee detailed project work plans, implementing and managing practical strategies for project execution.			x
4	Solve critical problems in the working process		x	
5	Students will draft reports and implement current marketing practices to address client needs in real-world business scenarios.		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	Corporate visits	Students will collaborate in corporate visits and it helps them to bridge the gap between theoretical knowledge and practical application	1, 2, 3, 4, 5

2	Project workshops	Students will participate in project workshops and it will offer them a dynamic platform to stay abreast of rapidly evolving marketing trends and techniques.	1, 2, 3, 4, 5	
3	Project group discussions	Students will share ideas, debate approaches, and collectively work towards project goals through project group discussions	1, 2, 3, 4	
4	Project creation design	Students will organize creative promotion materials and it will enable them to begin with brainstorming sessions to generate innovative ideas	2, 4, 5	
5	Oral presentation	Students will perform oral presentations which will enhance their communication skills.	2, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Communication with client	1, 2, 3, 5	20	
2	AT2: Creative promotion materials	1, 2, 3, 4, 5	50	
3	AT3: Oral presentation	4, 5	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

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

Criterion

- 1.1 Competence to catch up on key points of the client's request
- 1.2 Understand the client's decision-making process and make a work plan accordingly.
- 1.3 Demonstrate project management skills to manage the working process, feedback to clients, and respond to clients' sudden requests or changes
- 1.4 organize team participation of all group members

Excellent

(A+, A, A-) Strong evidence and excellent competence
 Clearly and correctly
 Excellent
 Excellent

Good

(B+, B, B-) Good evidence of showing excellent competence
Fairly clearly and mostly correctly
Good
Well organized

Fair

(C+, C, C-) Sufficient evidence of showing excellent competence
Fairly clearly and mostly correctly
Fair
Fairly organized

Marginal

(D) Some evidence of showing excellent competence
Somewhat clearly and correctly
Somewhat
Somewhat organized

Failure

(F) Little evidence of showing excellent competence
Unable
Failed
Not organized

Assessment Task

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

Criterion

- 2.1 ability to excellently integrate major points in defined project objectives, and thoroughly identify the ways of defining, designing and conducting analytical issues.
- 2.2 Show command to identify the various process and procedures in defined project topic.
- 2.3 Demonstrate competence of various contemporary marketing practices used in project.
- 2.4 Present and organize information in a promotion materials required by client.

Excellent

(A+, A, A-) Excellent
Excellent
Outstanding
Excellent

Good

(B+, B, B-) Good
Good
Good
Logical

Fair

(C+, C, C-) Adequate
Sufficient
Acceptable
Sufficient

Marginal

(D) Marginal
Some

Some
Somewhat logical

Failure

(F) Unable
Poor
No
Failed

Assessment Task

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

Criterion

- 3.1 Present and communicate information in oral and electronic format, and demonstrate competence to provide feasible and valuable suggestions related topic adding value to client.
- 3.2 Show coverage of contents and demonstrate time management skills.
- 3.3 Provide answers to questions raised in the presentation Q&A session.

Excellent

(A+, A, A-) Effective and excellent
Excellent
Quality

Good

(B+, B, B-) Effective and good
Good
Good

Fair

(C+, C, C-) Acceptable
Fair
Acceptable

Marginal

(D) Marginal
Marginal
Fair

Failure

(F) Failed
Unable
Unable

Assessment Task

Communication with client (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- 1.1 Competence to catch up on key points of the client's request
- 1.2 Understand the client's decision-making process and make a work plan accordingly.
- 1.3 Demonstrate project management skills to manage the working process, feedback to clients, and respond to clients' sudden requests or changes
- 1.4 organize team participation of all group members

Excellent

(A+, A, A-) Strong evidence and excellent competence
Clearly and correctly
Excellent
Excellent

Good

(B+, B) Good evidence of showing excellent competence
Fairly clearly and mostly correctly
Good
Well organized

Marginal

(B-, C+, C) Some evidence of showing excellent competence
Somewhat clearly and correctly
Somewhat
Somewhat organized

Failure

(F) Little evidence of showing excellent competence
Unable
Failed
Not organized

Assessment Task

Creative promotion materials (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- 2.1 ability to excellently integrate major points in defined project objectives, and thoroughly identify the ways of defining, designing and conducting analytical issues.
- 2.2 Show command to identify the various process and procedures in defined project topic.
- 2.3 Demonstrate competence in various contemporary marketing practices used in the project.
- 2.4 Present and organize information in promotion materials required by the client.

Excellent

(A+, A, A-) Excellent
Excellent
Outstanding
Excellent

Good

(B+, B) Good
Good
Good
Logical

Marginal

(B-, C+, C) Marginal
Some
Some
Somewhat logical

Failure

(F) Unable

Poor
No
Failed

Assessment Task

Oral Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- 3.1 Present and communicate information in oral and electronic format, and demonstrate competence to provide feasible and valuable suggestions related topic adding value to client.
3.2 Show coverage of contents and demonstrate time management skills.
3.3 Provide answers to questions raised in the presentation Q&A session.

Excellent

(A+, A, A-) Effective and excellent
Excellent
Quality

Good

(B+, B) Effective and good
Good
Good

Marginal

(B-, C+, C) Marginal
Marginal
Fair

Failure

(F) Failed
Unable
Unable

Part III Other Information

Keyword Syllabus

Project management. Consulting service. Developing marketing strategies. Communication with client. Planning marketing programs. Contemporary marketing practice. Business ethics and social responsibilities

Reading List

Compulsory Readings

Title	
1	Marketing 4.0: Moving From Traditional to Digital by Philip Kotlet, Hermawan Kartajaya, Iwan Setiawan, Publisher: Wiley 2017

Additional Readings

Title	
1	Hacking Marketing : Agile Practices to Make Marketing Smarter, Faster, and More Innovative by Brinker, Scott, Publisher: Wiley 2016 (Available in CityU E-book)