

# FB5601: PRINCIPLES OF MARKETING

---

## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Principles of Marketing

### Subject Code

FB - College of Business (FB)

### Course Number

5601

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

2

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

MKT5601 Principles of Marketing / MKT5610 Marketing Strategy and Planning

## Part II Course Details

### Abstract

The purpose of this course is to help students master the basic concepts and practices of modern marketing in a practical way. Case studies and group project will be heavily used to achieve this objective. Active class participation and personal experience sharing thus are strongly encouraged. Specifically,

1. Familiarize the students with marketing concepts and application in real business situations.
2. Enable students to develop and implement successful marketing planning for a real business company.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze the customers, competitors and other business environments.	x	x	
2	Critically discuss the marketing planning process and its key roles in business organizations.	x	x	
3	Justify the competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations.		x	x
4	Apply both managerial judgment and analytical approaches to current marketing problems and issues.		x	x
5	Demonstrate productively as part of a team, and in particular, communicate and present qualitative and quantitative information effectively in written and electronic formats in a collaborative environment.	x	x	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 and Seminars	Student will learn concepts and general knowledge of marketing through lectures and classroom discussions.	1, 2, 3, 4, 5
2	Readings	Students will develop an in-depth understanding of the concepts and topics discussed through reading scholarly books and articles.	1, 2, 3, 4

3	Peer-discussion	Students will demonstrate various marketing topics via presentation and/or their chosen marketing plan to the class. Other students will also discuss the questions for the presenting groups.	3, 4, 5	
---	-----------------	--	---------	--

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Attendance and Participation	1, 2, 3, 4, 5	30	-	Yes
2	In-class Quiz	1, 2, 3, 4, 5	30	-	No
3	Group Project and Presentation	1, 2, 3, 4, 5	40	-	No

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

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

**Criterion**

Class participation and performance in class activities

**Excellent**

(A+, A, A-)

Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.

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

**Good**

(B+, B, B-)

Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.

Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.

**Fair**

(C+, C, C-)

Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.

Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategy in business organizations.

**Marginal**

(D)

Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.

Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.

**Failure**

(F)

Hardly present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.

Hardly participate in class discussion and asking no questions related to the practice of marketing strategy in business organizations.

---

**Assessment Task**

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

**Criterion**

Performance in collaboration and contribution to the group project

**Excellent**

(A+, A, A-)

Students perform excellently in contributing knowledge to the group project and deal with issues in collaboration

**Good**

(B+, B, B-)

Students perform well in contributing knowledge to the group project and deal with issues in collaboration.

**Fair**

(C+, C, C-)

Students perform reasonably well in contributing knowledge to the research group and deal with issues in collaboration.

**Marginal**

(D)

Students fairly perform in contributing knowledge to the group project and deal with issues in collaboration.

**Failure**

(F)

Students perform badly in contributing knowledge to the group project and deal with issues in collaboration.

---

**Assessment Task**

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

**Criterion**

Assess each student's ability and competence level of the course

**Excellent**

(A+, A, A-)

Able to recognize all of the marketing concepts and their applications.

Demonstrate no managerial and analytical skills to current marketing problems and issues.

**Good**

(B+, B, B-)

Able to recognize most of the marketing concepts and their applications.

Demonstrate good managerial and analytical skills to current marketing problems and issues.

**Fair**

(C+, C, C-)

Able to recognize some of the marketing concepts and their applications.  
Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.

**Marginal**

(D)

Able to recognize a few marketing concepts and their applications.  
Demonstrate marginal managerial and analytical skills to current marketing problems and issues.

**Failure**

(F)

Not able to recognize any marketing concepts and their applications.  
Demonstrate no managerial and analytical skills to current marketing problems and issues.

---

**Assessment Task**

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

**Criterion**

Class participation and performance in class activities

**Excellent**

(A+, A, A-)

Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.  
Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategy in business organizations.

**Good**

(B+, B)

Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.  
Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategy in business organizations.

**Marginal**

(B-, C+, C)

Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.  
Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy in business organizations.

**Failure**

(F)

Hardly present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.  
Hardly participate in class discussion and asking no questions related to the practice of marketing strategy in business organizations.

---

**Assessment Task**

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

### **Criterion**

Performance in collaboration and contribution to the group project

#### **Excellent**

(A+, A, A-)

Students perform excellently in contributing knowledge to the group project and deal with issues in collaboration

#### **Good**

(B+, B)

Students perform well in contributing knowledge to the group project and deal with issues in collaboration.

#### **Marginal**

(B-, C+, C) Students fairly perform in contributing knowledge to the group project and deal with issues in collaboration.

#### **Failure**

(F) Students perform badly in contributing knowledge to the group project and deal with issues in collaboration.

---

### **Assessment Task**

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

#### **Criterion**

Assess each student's ability and competence level of the course

#### **Excellent**

(A+, A, A-)

Able to recognize all of the marketing concepts and their applications.

Demonstrate no managerial and analytical skills to current marketing problems and issues.

#### **Good**

(B+, B)

Able to recognize most of the marketing concepts and their applications.

Demonstrate good managerial and analytical skills to current marketing problems and issues.

#### **Marginal**

(B-, C+, C)

Able to recognize a few marketing concepts and their applications.

Demonstrate marginal managerial and analytical skills to current marketing problems and issues.

#### **Failure**

(F)

Not able to recognize any marketing concepts and their applications.

Demonstrate no managerial and analytical skills to current marketing problems and issues.

---

## **Part III Other Information**

### **Keyword Syllabus**

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; e-Marketing; Marketing Ethics.

### **Reading List**

**Compulsory Readings**

Title	
1	Nil

**Additional Readings**

Title	
1	Marketing Management: Text and Cases (7th Edition), 2000, Douglas J. Dalrymple, Leonard J. Parsons, John Wiley & Sons, Inc.
2	Strategic Marketing Problems: Cases and Comments (11th Edition), 2007, Roger A. Kerin, Robert A. Peterson, Pearson Prentice Hall
3	Kotler, Philip, Marketing Management, latest edition, Prentice Hall.
4	Kotler, Philip, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2005), Principles of Marketing: An Asian Perspective, Prentice Hall.
5	Porter, M.E. (1980), Competitive Strategy: Techniques for Analysing Industries and Competitors. New York: The Free Press.
6	Achrol, R. and Kotler, P. (1999), Marketing in the Network Economy, Journal of Marketing, 63 (Special Issue): 146-161.
7	Doney, P. and Cannon, J. (1997), An Examination of the Nature of Trust in Buyer-Seller Relationships, Journal of Marketing, 61 (April): 35-51.
8	Dyer, J. and Singh, H. (1998), The Relational View: Cooperative Strategy and Sources of Interorganizational Competitive Advantage, Academy of Management Review, 23 (October): 660-680.
9	Eisenhardt, K. and Tabrizi, B. (1995), Accelerating Adaptive Processes: Product Innovation in the Global Computer Industry, Administrative Science Quarterly, 40 (March): 84-110.
10	Houston, Franklin S. (1986), The Marketing Concept: What It is and What It is Not, Journal of Marketing, April, 81-7.
11	Klein, S., Frazier, G. L., and Roth, V. J. (1990), A Transaction Cost Analysis of Channel Integration in International Markets, Journal of Marketing Research, 27 (May): 196-208.
12	Kohli, A., Shervani, T., and Challagalla, G. (1998), Learning and Performance Orientation of Salespeople: The Role of Supervisors, Journal of Marketing Research, 35 (May): 263-275.
13	Kotler, Philip, and Alan Andreasen (1991), The Growth and Development of the Nonprofit Sector, Strategic Marketing for Nonprofit Organizations, 4th ed., Englewood Cliffs, New Jersey: Prentice Hall, 1-34.
14	Lehmann, Donald R. and Russell S. Winer (1994), Analysis for Marketing Planning, Burr Ridge, Illinois, U.S.A.: Richard D. Irwin, Inc., Chapter 1, 1-17.
15	Luk, S. (1998), Structural Changes in China's Distribution System, International Journal of Physical Distribution and Logistics Management, 28 (1): 44-67.
16	Morgan, R. and Hunt, D. (1994), The Commitment-Trust Theory of Relationship Marketing, Journal of Marketing, 58 (July): 20-38.
17	Rindfleisch, A. and Heide, Jan B. (1997), Transaction Cost Analysis: Past, Present and Future Applications, Journal of Marketing, 61 (October): 30-54.
18	Leung, T. K. P., Y. H. Wong, and Syson Wong (1996), A Study of Hong Kong Businessmen's Perceptions of the Role 'Guanxi' in the People's Republic of China, Journal of Business Ethics, 15, 749-58.
19	Su, Chenting and James E. Littlefield, Entering Guanxi: A Business Ethical Dilemma in Mainland China?, Journal of Business Ethics, 2001, Vol. 33 No. 3, 199-210.
20	Heide, Jan B. (1994), Interorganizational Governance in Marketing Channel, Journal of Marketing, January, 71-85.
21	Johnston, Russell and Paul R. Lawrence (1988), Beyond Vertical Integration - The Rise of the Value-Adding Partnership, Harvard Business Review, July-August, 94-101.
22	Weinberger, Marc G., H. Spotts, L. Campbell, and A. L. Parsons (1995), The Use and Effect of Humor in Different Advertising Media, Journal of Advertising Research, May-June, 44-55.

23	Alba, Joseph, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer and Stacy Wood (1997), Interactive Home Shopping: Consumer, Retailer and Manufacturer Incentives to Participate in Electronic Marketplaces, <i>Journal of Marketing</i> , 61 (July), 38-53.
24	Hoque, Abeer Y. and Gerald L. Lohse (1999), An Information Search Cost Perspective for Designing Interfaces for Electronic Commerce, <i>Journal of Marketing Research</i> , 36 (August), 387-94.
25	Peattie, K. and Ratnayaka, M. (1992), Responding to the Green Movement, <i>Industrial Marketing Management</i> , 21,103-10.
26	Roberts, J. A. (1996), Will the Real Socially Responsible Consumer Please Step Forward?, <i>Business Horizons</i> , 39(1), 79-83.
27	Recommended Journals and Websites
28	<i>Journal of Marketing</i>
29	<i>Journal of Marketing Research</i>
30	<i>Journal of Consumer Research</i>
31	<i>Journal of the Academy of Marketing Science</i>
32	<i>Journal of International Marketing</i>
33	<i>International Journal of Research in Marketing</i>
34	<i>Journal of Advertising</i>
35	<i>Journal of Advertising Research</i>
36	<i>Harvard Business Review</i>
37	<i>Sloan Management Review</i>
38	<a href="http://www.emkt.com.cn">www.emkt.com.cn</a> (for China Marketing studies)