

# FB6893: INNOVATIONS IN MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Innovations in Marketing

### Subject Code

FB - College of Business (FB)

### Course Number

6893

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

4 weeks (Intensive study): Pre-class online study (40 hours) + 5-day class meetings (40 hours) + Out-of-the-class work (80 hours)

### Credit Units

4

### 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 equip students with the ability to analyse various practices for product and services innovation, to evaluate latest innovations in B2C and B2B marketing, and to create marketing strategies to penetrate into emerging economies.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse various practices for product and services innovation	x	x	x
2	Evaluate latest innovations in B2C and B2B marketing	x	x	x
3	Create marketing strategies to penetrate into emerging economies.	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	Pre-class online study	Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2, 3
2	Seminars	Students participate in interactive sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3

3	Expert Sharing	Students are encouraged to join the sharing session conducted by experts to gain first-hand exposure to real-world practices, industry settings, and insights on corporate strategies.	1, 2, 3	
4	Group and Individual Projects	Students complete tasks or projects either individually or in groups, applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Individual Project/ Assignment	1, 2, 3	50
2	Group Project / Assignment	1, 2, 3	50

**Continuous Assessment (%)**

100

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

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

**Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

**Good**

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Fair**

(C+, C, C-) The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/ conceptual framework and the contemporary context.

**Marginal**

(D) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

### **Failure**

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

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### **Assessment Task**

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

#### **Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

#### **Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

#### **Good**

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

#### **Fair**

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(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

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### **Assessment Task**

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

#### **Criterion**

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

#### **Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

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**Assessment Task**

1. Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Assess students ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

**Excellent**

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Generalizes principles, models or practices to generate new insights and questions.

**Good**

(B+, B) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

**Marginal**

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

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**Assessment Task**

2. Projects (for students admitted from Semester A 2022/23 to Summer Term 2024)

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### **Criterion**

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## **Part III Other Information**

### **Keyword Syllabus**

- Design Thinking
- Product Innovation
- Services Innovation
- Digital Marketing and Big Data Analysis
- Innovations in B2B Marketing
- Marketing Innovations in Selected Business Sectors
- Marketing Innovations in Emerging Markets
- Contemporary Issues on Marketing Strategies

### **Reading List**

### **Compulsory Readings**

Title	
1	Anning-Dorson, T. (2021). Marketing communications in emerging economies. Volume I ; Foundational and contemporary issues. Springer.
2	Basu, A., & Muylle, S. (2023). Competitive Digital Innovation: Transforming Products, Processes and Business Models to Win in the Digital Economy (1st ed. ed.). Springer International Publishing AG.
3	Beausoleil, A. I. M. (2022). Business design thinking and doing: frameworks, strategies and techniques for sustainable innovation. Springer.
4	Biazzo, S., & Filippini, R. (2021). Product innovation management: intelligence, discovery, development. Springer.
5	Boone, L. et al (2022) Contemporary marketing. 19th edition. Boston, MA: Cengage Learning.
6	Borodako, K., Berbeka, J., & Rudnicki, M. (2021). Innovation orientation in business services: scope, scale and measurement. Edward Elgar Publishing.
7	Canavan, B. (2020) Contemporary Consumption, Consumers and Marketing: Cases from Generations Y and Z. Routledge
8	Hall, S. (2022) Innovative B2B Marketing: New Models, Processes and Theory. Kogan Page
9	Huang, Y., & Hands, D. (2022). Design thinking for new business contexts: a critical analysis through theory and practice. Springer.
10	Jin & Cedrola (2020) Process Innovation in the Global Fashion Industry. Springer.
11	Mathieu, V. r. (2022). A customer-oriented manager for B2B services: principles and implementation. ISTE Ltd.
12	Mehraj, D., & Kaur, S. (2022). Green process innovations and firm marketing performance in the emerging markets. Business strategy & development, 5(4), 424-436.
13	Niininen, O. (2022) Contemporary issues in digital marketing. Taylor & Francis.
14	Sigala, Rahimi & Thelwall (Eds.) (2019) Big Data and Innovation in Tourism, Travel, and Hospitality: Managerial Approaches, Techniques, and Applications. Springer.
15	Willan, M (2021) The Essentials of Contemporary Marketing. Bloomsbury Publishing.

### Additional Readings

Title	
1	Nil