

MKT5610: MARKETING STRATEGY AND PLANNING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Marketing Strategy and Planning

Subject Code

MKT - Marketing

Course Number

5610

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

Exclusive Courses

FB5601 Principles of Marketing, MKT5601 Principles of Marketing

Part II Course Details

Abstract

This course aims to:

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	Acquire advanced knowledge of marketing philosophy and principles.		x	
2	Assess market opportunities by analyzing customers, competitors, and the strengths and weakness of a company.		x	
3	Analyze contemporary strategic marketing issues from customer perspectives to enhance critical awareness.	x		
4	Build skills as an effective marketing analyst and problem solver by knowing how to find, analyze, and utilize data and information to make sound marketing decision.		x	
5	Design effective marketing plan or strategies to maximize a company's chance of winning in the markets.			x
6	Apply marketing ethics in real business encounters to demonstrate ethical decision-making.	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 acquire concepts and general knowledge of marketing are explained through lectures and classroom discussions/exercises. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	1, 2, 3, 4, 5, 6
2	Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.	1, 2, 3, 4, 6
3	Group Presentations	Students will participate in presentations by individual groups to the class on various marketing topics and/ or the chosen marketing plan. Other students are encouraged to raise 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	Class Discussion & Assignment	1, 2, 3, 4, 5, 6	30	Class activities (such as individual/group class exercises, case study discussion, brief discussion on marketing concepts and/or raising questions during project presentations, etc.) are arranged to provide students the opportunity to communicate ideas effectively.	Yes
2	Individual Case Analysis and Marketing Planning	1, 2, 3, 4	30	The project is designed to assess the student's grasp on strategic marketing thinking and analytical techniques in marketing planning, as well as student's ability to apply them to solve business problems.	Yes
3	Group Project Presentation	5	10	Students need to present to the class a summary of the group project within a time limit. The presentation is designed to gauge students' communication and presentation ability on marketing information as well as working effectively as a team. Peer evaluation will be conducted.	Yes

4	Group Project: Marketing Plan and/ or Concept Study	1, 2, 3, 4, 5, 6	30	The project is to assess students' depth understanding of some critical marketing concepts and their ability to integrate the concepts into a conceptual framework through observations of and/or studying several real business cases. Students are supposed to do comprehensive literature review to have a conceptual map of the concept and be able to discuss its marketing implications in real marketing decision-making situations. Within-group peer evaluation will be conducted to assess each student's contribution to the completion of the project.	Yes
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Continuous Assessment (%)

100

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 coursework components in order to be awarded a pass.

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

1.1 ABILITY to PARTICIPATE and MAKE an intellectual contribution at each and every class meeting

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

Criterion

1.2 CAPACITY to be FAMILIAR with the assigned readings, both from the text and additional material

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

Criterion

1.3 ABILITY to COMPLETE all the assignment

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

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

Criterion

2.1 CAPACITY to DEMONSTRATE skills in identifying case problems(s), enumerating alternative solutions, evaluating and analysing alternative solutions, making a right choice of "best" solution, and specifying effective implementation measures

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

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

Criterion

2.2 ABILITY to DEMONSTRATE skills in terms of organization/ structure/ logical flow, persuasion/ expression, and relevance and use of appendices and exhibits in the presentation

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

Criterion

3.1 ABILITY to present and communicate marketing information 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 Project Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.2 CAPACITY to COVER materials and contents and DEMONSTRATE 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 Project Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.3 ABILITY to PROVIDE 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

Group Project: Marketing Plan and/ or Concept Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.1 CAPACITY to SHOW command of aspects by integrating major marketing concepts to analyse the consumers' behaviours, competitors, and business environment, and consolidate lots of insights and implications for strategy formulation

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: Marketing Plan and/ or Concept Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.2 ABILITY to apply the marketing principles and develop marketing programs to tackle current marketing problems and 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: Marketing Plan and/ or Concept Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

4.3 ABILITY to present and organize marketing information 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

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

Criterion

1.1 ABILITY to PARTICIPATE and MAKE an intellectual contribution at each and every class meeting

Excellent

(A+, A, A-) High

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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	Boone & Kurtz, "Contemporary Marketing", Thomson South-Western.
2	Philip Kotler & Gary Armstrong, "Principles of Marketing", Prentice-Hall.
3	Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan & David K. Tse, "Principles of Marketing – An Asian Perspective", Prentice-Hall.
4	Lamb, Hair, McDaniel, "Marketing", South-Western.
5	Perreault, William D. & E. Jerome McCarthy, "Essential of Marketing: A Global Managerial Approach", McGrawHill.
6	Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, "Marketing", McGrawHill.
7	Kerin, Roger A., Hartley, Steven W. & Rudeluis, William, "Marketing – The Core", McGrawHill.

Additional Readings

Title	
1	Nil