

FB5806P: CHALLENGES IN MARKETING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Challenges in Marketing

Subject Code

FB - College of Business (FB)

Course Number

5806P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

FB5806 Challenges in Marketing

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to expose and involve students in the complexities of the challenges of managing marketing activities. Focus of the course is to apply the learnt theories and concepts to evaluate marketing practices of firms/organizations in Hong Kong (or China), particularly of the students' own companies, and make recommendations for their future operations through class discussion/sharing and assignment presentation.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Assess the critical role of marketing in organizations and society from a branding and cultural perspective (DEC-related Attitude)		x		
2	Analyze and interpret marketing phenomena (DEC-related Ability)			x	
3	Integrate findings into marketing strategy (DEC-related Accomplishment)				x
4	Monitor strategic-oriented marketing programs (DEC-related Ability)		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	LTA1	Lectures: Concepts and knowledge of marketing are explained and discussed.	1, 2, 3, 4	
2	LTA2	Class activities: Various class activities will be included to stimulate students' participating discussions on different managerial topics.	1, 2, 3, 4	

3	LTA3	Assignment Presentations: Relevant topics of case studies will be provided to students so that they can apply the concepts/theories learnt in a real life scenario.	1, 2, 3, 4	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class Participation: Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	1, 2, 3, 4	30	-	Yes
2	Group Assignment: Students form groups to analyze marketing practice of organizations operating in Hong Kong or China and make recommendations for future marketing operation. This is the first assignment for the students. It is used to assess their abilities in applying taught theories and concepts.	1, 2, 3, 4	30	-	Yes

3	Individual Assignment: Each student is next asked to analyze marketing practice of other organizations operating in Hong Kong or China and make recommendations for future marketing operation. This is a more in-depth assignment. It is used to further assess their abilities in applying taught theories and concepts.	1, 2, 3, 4	40	-	Yes
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Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

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

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 issues in class.
- Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of marketing strategy and concepts.

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 issues in weekly classes.
- Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of marketing strategy and concepts.

Fair

(C+, C, C-)

- Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors and other issues in weekly classes.
- Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of marketing strategy and concepts.

Marginal

(D)

- Rarely present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors and other issues in class.

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

Failure

(F)

- Fail to attend 70% of the total class hours.
 - Seldom present and communicate marketing ideas in oral or written format.
 - Contribute little to class discussion.
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Assessment Task

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

Excellent

(A+, A, A-)

- Show excellent command of all aspects by integrating major marketing concepts to analyze the consumers' behaviours, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.
- Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information excellently in a business report format.

Good

(B+, B, B-)

- Show good command of all aspects by integrating major marketing concepts to analyze the consumers' behaviours, competitors, and business environments and suggest some implications for strategy formulation.
- Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information in an organized business report format.

Fair

(C+, C, C-)

- Show acceptable command of most aspects by integrating major marketing concepts to analyze the consumers' behaviours, competitors, and business environments and partially able to link them up with strategy formulation.
- Demonstrate acceptable ability to apply the marketing principles and develop fair marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information fairly in a business report format.

Marginal

(D)

- Show marginal command of a few aspects of major marketing concepts to analyze the consumers' behaviours, competitors, and business environments but unable to link them up with strategy formulation.
- Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information fairly in a business report format.

Failure

(F)

- Show little sense of strategic marketing thinking in helping group analysis of consumer behavior, competitors, and business environments in the project.
 - Contribute little in group data collection and analysis.
 - Contribute little in group project preparation and presentation.
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Assessment Task

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

Excellent

(A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

Good

(B+, B, B-) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

Fair

(C+, C, C-) Grasp subject matter with an appropriate knowledge base and able to synthesize and analyse.

Marginal

(D) Have a knowledge of subject matter and able to synthesize.

Failure

(F) Poor knowledge of subject matter and unable to synthesize and analyze what observed in the market.

Assessment Task

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

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 issues in class.
- Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of marketing strategy and concepts.

Good

(B+, B)

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

Marginal

(B-, C+, C)

- Rarely present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors and other issues in class.
- Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy and concepts.

Failure

(F)

- Fail to attend 70% of the total class hours.
 - Seldom present and communicate marketing ideas in oral or written format.
 - Contribute little to class discussion.
-

Assessment Task

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

Excellent

(A+, A, A-)

- Show excellent command of all aspects by integrating major marketing concepts to analyze the consumers' behaviours, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.
- Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information excellently in a business report format.

Good

(B+, B)

- Show good command of all aspects by integrating major marketing concepts to analyze the consumers' behaviours, competitors, and business environments and suggest some implications for strategy formulation.
- Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information in an organized business report format.

Marginal

(B-, C+, C)

- Show marginal command of a few aspects of major marketing concepts to analyze the consumers' behaviours, competitors, and business environments but unable to link them up with strategy formulation.
- Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.
- Present and organize marketing information fairly in a business report format.

Failure

(F)

- Show little sense of strategic marketing thinking in helping group analysis of consumer behavior, competitors, and business environments in the project.
- Contribute little in group data collection and analysis.
- Contribute little in group project preparation and presentation.

Assessment Task

3. Individual Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

Good

(B+, B) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

Marginal

(B-, C+, C) Have a knowledge of subject matter and able to synthesize.

Failure

(F) Poor knowledge of subject matter and unable to synthesize and analyze what observed in the market.

Part III Other Information

Keyword Syllabus

Customer value and satisfaction; marketing process and planning; marketing research; SWOT Analysis; Marketing Environment Analysis; customer behaviour; competitive analysis; market segmentation, targeting and positioning, product strategy; pricing strategy; distribution strategy; promotion strategy; service strategy; organizing and implementing

marketing programs; evaluating and controlling marketing performance; internet marketing; marketing ethics; product vs. brand; tangible vs intangible value, cultural similarity vs. cultural difference.

Reading List

Compulsory Readings

Title	
1	营销管理(第15版) 菲利普·科特勒，凯文·莱恩·凯勒 著，何佳讯，于洪彦，牛永革，徐岚，董伊人 ... 译

Additional Readings

Title	
1	Philip Kotler and Kevin Keller (most recent edition), Marketing Management, Upper Saddle River, NJ: Pearson Education.