

FB6780B: MARKETING TECHNOLOGY AND ANALYTICS FOR STARTUPS AND ENTREPRENEURS

New Syllabus Proposal

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Marketing Technology and Analytics for Startups and Entrepreneurs

Subject Code

FB - College of Business (FB)

Course Number

6780B

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

Nil

Part II Course Details

Abstract

This advanced, application-oriented course is designed to equip MBA students with promotion and marketing technology (MarTech) skills essential for success in today's startup/entrepreneurial ecosystem. The course bridges the gap between traditional marketing strategies and the specific needs and challenges of startups and entrepreneurs, providing students with a competitive edge in the rapidly evolving startups/entrepreneurs landscape.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain how startups can leverage MarTech tools and analytics to drive growth and innovation.	20	x	x	x
2	Apply data-driven marketing strategies in real-world startup/entrepreneurs scenarios.	15	x	x	
3	Describe a professional business pitch, how to build a SEO friendly basic website and to design a basic META/Wechat campaign.	35	x	x	
4	Cultivate critical thinking and problem-solving skills through intensive case studies and practical projects.	30	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	Discussion	Students will participate in discussion	1, 3, 4	
2	Project	Students will participate in mid-term project in developing a comprehensive marketing plan for a tech startup	1, 2, 3, 4	
3	Online tests	Students will engage in the online practise tests with an 80% or above	1, 2	

4	Pitching	Students will participate in team project to pitch + marketing plan for a startup or entrepreneur	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	Case study analysis and presentation	1, 3, 4	20	-	No
2	Mid-term project	1, 2, 3, 4	20	-	No
3	Google and META certifications	1, 2	20	-	No
4	Final Presentation of team project	1, 2, 3, 4	40	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Case study analysis and presentation (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- Consistently contributes thoughtful, insightful comments
- Actively engages in discussions and group activities
- Demonstrates thorough preparation and understanding of course materials

Good

(B+, B, B-)

- Regularly contributes to class discussions
- Participates in most group activities
- Shows good preparation and understanding of course materials

Fair

(C+, C, C-)

- Occasionally contributes to class discussions
- Participates in some group activities
- Demonstrates basic preparation and understanding

Marginal

(D)

- Rarely contributes to class discussions
- Minimal participation in group activities
- Shows little preparation or understanding of course materials

Failure

(F)

- Does not contribute to class discussions
- Does not participate in group activities

- Shows no preparation or understanding of course materials
-

Assessment Task

2. Mid-term project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- Demonstrates comprehensive understanding and application of concepts
- Provides innovative, well-reasoned solutions
- Excellent presentation and communication of ideas

Good

(B+, B, B-)

- Shows good understanding and application of concepts
- Provides solid, logical solutions
- Clear presentation and communication of ideas

Fair

(C+, C, C-)

- Demonstrates basic understanding of concepts
- Provides adequate solutions with some gaps
- Acceptable presentation and communication of ideas

Marginal

(D)

- Shows limited understanding of concepts
- Provides incomplete or flawed solutions
- Poor presentation and communication of ideas

Failure

(F)

- Demonstrates no understanding of concepts
 - Fails to provide solutions or provides irrelevant responses
 - Unacceptable presentation and communication of ideas
-

Assessment Task

3. Google and META certifications (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) -Submit a screenshot of the Google practise test -with a result of 80% of above- and their student' s ID

Good

(B+, B, B-) -Submit a screenshot of the Google practise test -with a result of 70% to 79%- and their student' s ID

Fair

(C+, C, C-) -Submit a screenshot of the Google practise test -with a result of 69% to 60%- and their student' s ID

Marginal

(D) -Submit a screenshot of the Google practise test -with a result of 59% to 50% of above- and their student' s ID

Failure

(F) -Submit a screenshot of the Google practise test -with a result of under 50%

Assessment Task

4. Final Presentation of team project (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- Develops a comprehensive, innovative marketing strategy
- Demonstrates expert application of course concepts and frameworks
- Provides in-depth market analysis and consumer insights
- Presents a compelling, well-structured pitch
- Excellent use of digital marketing tools and techniques

Good

(B+, B, B-)

- Develops a solid, well-reasoned marketing strategy
- Shows good application of course concepts and frameworks
- Provides good market analysis and consumer insights
- Presents a clear, organized pitch
- Good use of digital marketing tools and techniques

Fair

(C+, C, C-)

- Develops an adequate marketing strategy with some gaps
- Demonstrates basic application of course concepts and frameworks
- Provides basic market analysis and consumer insights
- Presents an acceptable pitch with some structural issues
- Adequate use of digital marketing tools and techniques

Marginal

(D)

- Develops a weak or incomplete marketing strategy
- Shows limited application of course concepts and frameworks
- Provides superficial market analysis and consumer insights
- Presents a poor or disorganized pitch
- Limited use of digital marketing tools and techniques

Failure

(F)

- Fails to develop a coherent marketing strategy
 - Shows no application of course concepts and frameworks
 - Provides no meaningful market analysis or consumer insights
 - Fails to present a pitch or presents an incomprehensible one
 - No use of digital marketing tools and techniques
-

Assessment Task

1. Case study analysis and presentation (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- Consistently contributes thoughtful, insightful comments
- Actively engages in discussions and group activities
- Demonstrates thorough preparation and understanding of course materials

Good

(B+, B)

- Regularly contributes to class discussions
- Participates in most group activities
- Shows good preparation and understanding of course materials

Marginal

(B-, C+, C)

- Rarely contributes to class discussions
- Minimal participation in group activities
- Shows little preparation or understanding of course materials

Failure

(F)

- Does not contribute to class discussions
 - Does not participate in group activities
 - Shows no preparation or understanding of course materials
-

Assessment Task

2. Mid-term project (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- Demonstrates comprehensive understanding and application of concepts
- Provides innovative, well-reasoned solutions
- Excellent presentation and communication of ideas

Good

(B+, B)

- Shows good understanding and application of concepts
- Provides solid, logical solutions
- Clear presentation and communication of ideas

Marginal

(B-, C+, C)

- Shows limited understanding of concepts
- Provides incomplete or flawed solutions
- Poor presentation and communication of ideas

Failure

(F)

- Demonstrates no understanding of concepts
 - Fails to provide solutions or provides irrelevant responses
 - Unacceptable presentation and communication of ideas
-

Assessment Task

3. Google and META certifications (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- Submit a screenshot of the Google practise test
- with a result of 80% or above- and their student' s ID

Good

(B+, B)

- Submit a screenshot of the Google practise test
- with a result of 70% to 79%- and their student' s ID

Marginal

(B-, C+, C)

- Submit a screenshot of the Google practise test
- with a result of 69% to 50% or above- and their student' s ID

Failure

(F)

- Submit a screenshot of the Google practise test
 - with a result of under 50%
-

Assessment Task

4. Final Presentation of team project (Applicable to students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- Develops a comprehensive, innovative marketing strategy
- Demonstrates expert application of course concepts and frameworks
- Provides in-depth market analysis and consumer insights
- Presents a compelling, well-structured pitch
- Excellent use of digital marketing tools and techniques

Good

(B+, B)

- Develops a solid, well-reasoned marketing strategy
- Shows good application of course concepts and frameworks
- Provides good market analysis and consumer insights
- Presents a clear, organized pitch
- Good use of digital marketing tools and techniques

Marginal

(B-, C+, C)

- Develops a weak or incomplete marketing strategy
- Shows limited application of course concepts and frameworks
- Provides superficial market analysis and consumer insights
- Presents a poor or disorganized pitch
- Limited use of digital marketing tools and techniques

Failure

(F)

- Fails to develop a coherent marketing strategy
- Shows no application of course concepts and frameworks
- Provides no meaningful market analysis or consumer insights
- Fails to present a pitch or presents an incomprehensible one

- No use of digital marketing tools and techniques

Part III Other Information

Keyword Syllabus

Marketing, MarkTech, startups, entrepreneurship, project management, strategy

Reading List

Compulsory Readings

Title	
1	https://hbr.org/podcast/2023/10/the-strategy-mistake-too-many-startups-make
2	https://hbr.org/2023/03/the-hybrid-start-up
3	https://online.hbs.edu/blog/post/go-to-market-strategy-framework
4	The Lean Startup Book by Eric Ries

Additional Readings

Title	
1	Blue Ocean Strategy Book by Renée Mauborgne and W. Chan Kim