

FB8015I: CONTEMPORARY MARKETING STRATEGY

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Contemporary Marketing Strategy

Subject Code

FB - College of Business (FB)

Course Number

8015I

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

D8 - Professional Doctorate

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to give a comprehensive coverage of the contemporary theoretical issues and current marketing practices and strategies in local and international contexts. Topics with respect to customer behavior research, customer assets management, marketing strategy, paradigm of relationship marketing, marketing in SNS era, sustainable marketing and global marketing will be discussed. It will also review and discuss the changes to the concepts, strategies and practices of Marketing in Chinese enterprises brought by globalization, and further analyse the rationale and theoretical behind all these changes.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the changes and development trends of marketing strategies under globalization and driving factors behind these changes.		x	x	x
2	Analyze and understand the development trends of marketing strategies adopted by Chinese enterprises and their rationale behind.		x	x	x
3	Demonstrate knowledge in the contemporary theories and models of marketing strategies.		x	x	x
4	Integrate the theoretical framework learnt with the current marketing practices of students' organizations to develop innovative theories for marketing strategies relevant to business organizations in China.		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	LTA 1	In-class lecture	1, 2, 3, 4	
2	LTA 2	In-class discussion	1, 2, 3, 4	
3	LTA 3	Reading and discussion of research papers	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	In-class participation and discussion	1, 2, 3, 4	30	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
2	Group project	1, 2, 3, 4	30	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
3	Individual assignment	1, 2, 3, 4	40	The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

In-class participation and discussion

Criterion

Through in-class participation and discussion, students will gain a better understanding of the course.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Group project

Criterion

Each group will analyze this research article, discuss the objectives, methods and contributions of the research, etc., present the research analysis report in class, and explore potential research opportunities and research methods in this respect.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Assessment Task

Individual assignment

Criterion

Students are required to choose a research topic or problem which they are interested in addressing and can contribute to their jobs or industries and submit a research proposal including the research topic/problem, concept map/research framework, methods and expected contributions. Individual research proposal will be assessed in terms of significance of the research problem, innovation of the research, feasibility and expected contributions, etc.

Excellent

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.

Part III Other Information

Keyword Syllabus

Theories, Practices and Contemporary Issues of Marketing Strategies; Binary Characteristics of China Market and Marketing Strategies; Research on Consumer Behavior; Characteristics and Contemporary Issues of Consumer Behavior in China; Brand Strategy and Current Practices in China; Marketing Channel and its Control in Chinese Enterprises; Sustainable Marketing: Origin, Development and its Future.

Reading List**Compulsory Readings**

Title	
1	An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class.

Additional Readings

Title	
1	An up-to-date reading list containing book chapters and recent journal articles on each specific topic will be distributed in class.