

SYE6048: MARKETING STRATEGY FOR ENGINEERS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Marketing Strategy for Engineers

Subject Code

SYE - Systems Engineering

Course Number

6048

Academic Unit

Systems Engineering (SYE)

College/School

College of Engineering (EG)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

SEEM5009 Industrial Marketing Management for Engineers (offered until 2021/22) or ADSE5009 Industrial Marketing Management for Engineers (offered until 2023/24) or SYE5009 Industrial Marketing Management for Engineers

Precursors

Nil

Equivalent Courses

SEEM6048 Marketing Strategy for Engineers (offered until 2021/22) / ADSE6048 Marketing Strategy for Engineers (offered until 2023/24)

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide postgraduate engineering and engineering management students with the essentials of strategic marketing in today's industrial organizations. Students will appreciate how engineering activities and production operations influence, and are influenced by the organization's product and marketing strategies. At the operational level, through this course students will learn to develop and implement customer-focused marketing plans; at the strategic level, they will be able to align strategic marketing with organizational goals.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain the strategic marketing process from situation analysis, strategy design, programme planning to implementation in today's industrial or engineering organization	25		x	
2	Identify and evaluate market opportunities, assess customer values and product feasibility	25	x	x	
3	Identify market segments and formulate segmentation marketing strategy	25	x	x	
4	Develop and implement a customer-focused marketing strategy which includes clear justification and elucidation of a course of action for a chosen organization	25	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	Large Class activities: lectures	Topics given in keyword syllabus	1, 2, 3	26 hours/ sem
2	Small Class/ group based learning activities	Case studies: group assignments; mini projects	2, 3, 4	13 hours/sem (in-class) 39 hours/sem (ex-class)

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Group Work	1, 2, 3, 4	40	-	No
2	Case Studies	2, 3, 4	20	-	No

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Minimum Continuous Assessment Passing Requirement (%)

30

Minimum Examination Passing Requirement (%)

30

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Topical assignments

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

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

Criterion

Research, analysis and written/ oral 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

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

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 Work (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Topical assignments

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate/Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Case Studies (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Research, analysis and written/ oral presentation

Excellent

(A+, A, A-) High

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Assessment Task

Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

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(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate/Basic

Failure

(F) Not even reaching marginal levels

Additional Information for AR

The assessment will have 60:40 weightings for coursework and examination to emphasize the importance of continuous learning and evaluation of the learning outcome.

Part III Other Information

Keyword Syllabus

Strategic marketing process, market driven and customer-focused strategies, customer values and customer relationship management, market segmentation and positioning, development and implementation of customer-focused marketing strategy.

Reading List

Compulsory Readings

Title	
1	NIL

Additional Readings

Title	
1	David Cravens and Nigel Piercy (2006) Strategic Marketing (8th edition), :McGraw Hill.
2	Gary Armstrong & Philip Kotler (2004) Principles of Marketing (10th edition), Prentice Hall.

3	Nirmalya Kumar, Jan-Benedict E.M. Steenkamp (2007) Private Label Strategy: how to meet the store brand challenge, Boston, Mass. : Harvard Business School Press.
4	J. Paul Peter (1992) Marketing for the Manufacturer, Homewood, Ill. : Business One Irwin.
5	Kotler, Philip (2003) Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know, Wiley & Sons, Hoboken, New Jersey.