

MKT4606: STRATEGIC MARKETING

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Strategic Marketing

Subject Code

MKT - Marketing

Course Number

4606

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to enhance students' ability to integrate fundamental marketing theories and analytical tools to formulate and implement performance-driven marketing strategies that can sustain long-term business growth by involving the students in the process of strategic marketing management.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze market and organizational performance with various analytical tools.	30		x	
2	Apply marketing theories learned in foundation courses in an integrated approach to make strategic marketing decisions.	30		x	
3	Identify and evaluate key success factors and issues in periodic marketing plan implemented.	30	x		
4	Present marketing plan and evaluation report eloquently in written and oral presentation.	10			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.

Teaching and Learning Activities (TLAs)

TLAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Concepts, tools and processes involved in the formulation and implementation of strategic marketing plan are explained through lectures and classroom discussions.	1, 2, 3	

2	Case Study	Students will learn good and bad practices of strategic marketing management through case study. Application of marketing theories and analytical tools in the marketing cases will be illustrated to students. Students, working in teams, will analyse the firm' s internal, competitive and market environment to formulate marketing strategies for the real company cases. Students will gain hands-on experience in the formulation, implementation and evaluation of strategic marketing decisions in a dynamic market environment.	1, 2, 3, 4	
3	Readings	Students are required to pre-read the assigned chapters and also other relevant marketing case 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	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-Class Discussion Individual/ group exercises and discussion about applying analytical tools to identify key success factors in marketing plan, and applying marketing theories to make strategic marketing decisions	1, 2, 3	20	Individual

2	Case Study Presentation Students are required to apply marketing theories and analytical tools to analyse the customers and competitors of a specific brand/ company. Its segmentation, targeting and positioning are reviewed and recommendations are expected. Students are required to present in the class.	1, 2, 3, 4	30	Team
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Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

In-Class Discussion

Criterion

Class activities (such as individual/group class exercises, case study discussion, brief discussion on strategic marketing and/or raising questions during classes, etc.) are arranged to provide students the opportunity to communicate ideas effectively.

Excellent (A+, A, A-)

1. Able to always present and communicate ideas excellently in oral and/or written format to analyze market environment, customers, competitors, and other marketing elements in weekly classes.
2. Proactively participate in class discussion by offering innovative ideas and asking questions related to the practice of marketing strategies.

Good (B+, B, B-)

1. Able to frequently present and communicate ideas acceptably in oral and/or written format to analyse market environment, customers, competitors, and other marketing elements in weekly classes.
2. Proactively participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing strategies.

Fair (C+, C, C-)

1. Occasionally present and communicate ideas in oral and/or written format to analyze market environment, customers, competitors, and other marketing elements in weekly classes.
2. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to the practice of marketing strategies.

Marginal (D)

1. Occasionally present and communicate marketing ideas fairly in oral and/or written format to analyze market environment, customers, competitors, and other marketing elements in weekly classes.
2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategies.

Failure (F)

1. Unable to present and communicate marketing ideas fairly in oral and/or written format to analyze market environment, customers, competitors, and other marketing elements in weekly classes.
 2. Unable to participate in class discussion and not asking any questions related to the practice of marketing strategies.
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Assessment Task

Case Study Presentation

Criterion

Students' ability to apply appropriate marketing strategies in a breadth of marketing situations will be assessed through the analysis of marketing cases.

Excellent (A+, A, A-)

1. Show excellent command of analyzing the customers, competitors and other business environments independently.
2. Able to recognize all of the marketing concepts and their applications.
3. Demonstrate excellent managerial and analytical skills to current marketing problems and issues.

Good (B+, B, B-)

1. Show good command of analyzing the customers, competitors and other business environments independently.
2. Able to recognize most of the marketing concepts and their applications.
3. Demonstrate good managerial and analytical skills to current marketing problems and issues.

Fair (C+, C, C-)

1. Show acceptable command of analyzing the customers, competitors and other business environments independently.
2. Able to recognize some of the marketing concepts and their applications.
3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.

Marginal (D)

1. Show marginal command of analyzing the customers, competitors and other business environments independently.
2. Able to recognize a few marketing concepts and their applications.
3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues.

Failure (F)

1. Failed to show marginal command of analyzing the customers, competitors and other business environments independently.
 2. Unable to recognize a few marketing concepts and their applications.
 3. Unable to demonstrate managerial and analytical skills to current marketing problems and issues.
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Assessment Task

Examination

Criterion

The examination is designed to assess the student's ability to synthesize and apply marketing concepts and knowledge to formulate strategic marketing decisions that solve business problems and capitalize market opportunities.

Excellent (A+, A, A-)

1. Show excellent command of analyzing internal, customers, competitors and other business environments independently.
2. Able to integrate fundamental marketing theories and analytical tools to formulate strategic marketing decisions.
3. Demonstrate excellent managerial and analytical skills to marketing problems and issues.

Good (B+, B, B-)

1. Show good command of analyzing internal, customers, competitors and other business environments independently.

2. Able to integrate most of the fundamental marketing theories and analytical tools to formulate strategic marketing decisions.
3. Demonstrate good managerial and analytical skills to current marketing problems and issues.

Fair (C+, C, C-)

1. Show acceptable command of analyzing internal, customers, competitors and other business environments independently.
2. Able to integrate some of the fundamental marketing theories and analytical tools to formulate strategic marketing decisions.
3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.

Marginal (D)

1. Show marginal command of analyzing internal, customers, competitors and other business environments independently.
2. Able to integrate a few fundamental marketing theories and analytical tools to formulate strategic marketing decisions.
3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues.

Failure (F)

1. Unable to show command of analyzing internal, customers, competitors and other business environments independently.
2. Unable to integrate a few fundamental marketing theories and analytical tools to formulate strategic marketing decisions.
3. Unable to demonstrate managerial and analytical skills to current marketing problems and issues.

Part III Other Information

Keyword Syllabus

Strategic Marketing Management Process; organization's business, mission and goals; organizational growth opportunities; marketing strategies; reformulation and recovery strategies.

Reading List**Compulsory Readings**

Title	
1	West, Ford & Ibrahim, "Strategic Marketing: Creating Competitive Advantage", Oxford.
2	Mooradian, Matzler & Ring, "Strategic Marketing", Pearson.

Additional Readings

Title	
1	Cravens & Piercy, "Strategic Marketing", McGraw Hill.
2	Kotler & Keller, "A Framework for Marketing Management", Prentice-Hall.
3	Mullins, Walker & Boyd, "Marketing Management: A Strategic Decision-Making Approach", McGraw Hill.