

# MKT4639: MARKETING DIAGNOSTIC RESIDENTIAL TRIP

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Marketing Diagnostic Residential Trip

### Subject Code

MKT - Marketing

### Course Number

4639

### 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

Other Languages

### Other Languages for Medium of Instruction

As the course will be conducted off-campus at the host organization, the language of instruction and interaction will depend on the predominant language in use in the host organization setting and it will be English, and supplemented by other languages appropriate to the host organization setting.

### Medium of Assessment

Other Languages

### Other Languages for Medium of Assessment

English supplemented by other languages where appropriate

### Prerequisites

Nil

### Precursors

Nil

**Equivalent Courses**

MKT4661 Global Business Diagnostic Residential Trip

**Exclusive Courses**

Nil

**Part II Course Details****Abstract**

Students have to seek for programme leader' s approval before taking the course.

The course is an action learning course that provides an excellent opportunity for students to think creatively and work in groups when time and resources are limited under a new and ambiguous environment outside Hong Kong. Students will be grouped into several teams and each team will analyse a real business problem facing with the host company and develop an action plan for the consideration of the company. Under the guidance of the assigned staff supervisors, students are expected to apply appropriate theories and use appropriate research methodologies, such as interview and questionnaire survey with relevant parties (e.g., managers, frontline staff, vendors of the host organization, and even customers), analyze the problems, develop alternative solutions, and produce presentation and written report for the host organization. It provides participants the opportunity to explore and master their business knowledge from the hands on experiences.

**Course Intended Learning Outcomes (CILOs)**

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Demonstrate an attitude of discovery and a high level of competence by applying business knowledge in a new and unfamiliar setting.	30	x		
2	Plan and implement research activities to solve real business problems.	20		x	
3	Formulate strategic directions and implementation plans based on qualitative and quantitative information.	30			x
4	Work effectively and efficiently in a team with people of different backgrounds, and communicate both orally and in written forms.	20		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	Travelling to a city outside Hong Kong and expose to the unfamiliar business environment	1	
2	Problem identification and research objectives setting.	1, 3	
3	Research and fieldworks.	2	
4	Teamwork and supervisor's coaching.	4	
5	Presentation and written report of recommendation and implementation plan.	3, 4	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Group Presentation The language of presentation will depend on the predominant language in use in the host organization.	1, 2, 3, 4	25	
2 Group Report Within 4 weeks after the residential period, each team will produce a group report of 8,000-10,000 words (excluding appendices) in English [plus a version in another language for reference of the host organization]	1, 2, 3, 4	35	
3 Individual Participation The level of participation and contribution made by each individual student to the field study as well as preparation and reporting.	2, 4	25	

4	Individual Report Each student will submit an English report (1,500 words) in which they discuss what they have learned through the trip or any topic related to the field study.	1, 3, 4	15	
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**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Group Presentation

**Criterion**

1. communicating ideas
2. covering contents, using visual aids, and manage the time
3. answering questions

**Excellent (A+, A, A-)**

1. Present and communicate ideas effectively and excellently in oral and electronic format.
2. Show excellent coverage of contents and demonstrate excellent usage of visual aids and time management skills.
3. Provide quality answers to questions raised in the presentation Q & A session.

**Good (B+, B, B-)**

1. Present and communicate ideas effectively in oral and electronic format.
2. Show good coverage of contents and demonstrate good usage of visual aids and time management skills.
3. Provide good answers to questions raised during the presentation Q & A session.

**Fair (C+, C, C-)**

1. Present and communicate ideas acceptably in oral and electronic format (with some areas need improvement).
2. Cover a fair extent of contents and show some usage of visual aids and time management skills.
3. Provide acceptable answers to questions raised during the presentation Q & A session.

**Marginal (D)**

1. Present and communicate ideas in oral and electronic format (with major areas need improvement).
2. Cover a minimal extent of contents and illustrated unsatisfactory usage of visual aids or time management skills.
3. Provide fair answers to questions raised during the presentation Q & A session.

**Failure (F)**

1. Cannot present and communicate ideas in oral and electronic format satisfactorily
2. Cannot cover the minimal extent of contents and illustrated unsatisfactory usage of visual aids or time management skills.
3. Cannot provide adequate answers to questions raised during the presentation Q & A session.

**Assessment Task**

Group Report

### **Criterion**

1. Integrating concepts in analysis
2. Developing programs to tackle problems
3. Presenting arguments in report format

### **Excellent (A+, A, A-)**

1. Show excellent command of all aspects by integrating marketing concepts to analyze the consumers' behaviors, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.
2. Demonstrate excellent ability to apply the learnt concepts and develop outstanding programs to tackle current marketing and management problems faced by marketing.
3. Present and organize arguments excellently in a report format.

### **Good (B+, B, B-)**

1. Show good command of all aspects by integrating marketing concepts to analyze the consumers' behaviors, competitors, and business environments and suggest some implications for strategy formulation.
2. Demonstrate good ability to apply the learnt concepts and develop effective programs to tackle current marketing and management problems faced by marketing.
3. Present and organize arguments in an organized report format.

### **Fair (C+, C, C-)**

1. Show acceptable command of most aspects by integrating marketing concepts to analyze the consumers' behaviors, competitors, and business environments and fable to link them up with strategy formulation.
2. Demonstrate acceptable ability to apply the learnt concepts and develop fair programs to tackle current marketing and management problems faced by marketing.
3. Present and organize arguments fairly in a report format.

### **Marginal (D)**

1. Show marginal command of a few aspects of marketing concepts to analyze the consumers' behaviors, competitors, and business environments, and unable to link them up with strategy formulation.
2. Demonstrate marginal ability to apply the learnt concepts and develop marginally acceptable programs to tackle current marketing and management problems faced by marketing.
3. Present and organize arguments fairly in a report format.

### **Failure (F)**

1. Show unsatisfactory command of marketing concepts to analyze the consumers' behaviors, competitors, and business environments, and unable to link them up with strategy formulation.
2. Cannot demonstrate an ability to apply the learnt concepts to develop programs to tackle current marketing and management problems faced by marketing.
3. Present and organize arguments unsatisfactorily in a report format.

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### **Assessment Task**

Individual Participation

### **Criterion**

1. communicating with team mates
2. participating in team discussions and offering ideas

### **Excellent (A+, A, A-)**

1. Able to always present and communicate with team mates excellently in oral and/or written format.
2. Proactively participate in team discussion by offering innovative ideas and asking questions.

### **Good (B+, B, B-)**

1. Able to frequently present and communicate with team mates in oral and/or written format.
2. Proactively participate in team discussion by offering some innovative ideas and asking questions.

**Fair (C+, C, C-)**

1. Occasionally present and communicate with team mates in oral and/or written format.
2. Occasionally active when urged to participate in team discussion by offering some acceptable ideas and asking limited questions.

**Marginal (D)**

1. Occasionally present and communicate with team mates fairly in oral and/or written format.
2. Reactively participate in team discussion by offering very limited ideas and asking very few questions.

**Failure (F)**

1. Unable to present and communicate with team mates in oral and/or written format.
  2. Rarely participate in team discussion, or offer very limited ideas and ask very few questions.
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**Assessment Task**

Individual Report

**Criterion**

1. Apply insights in personal learning context
2. Written communication skills

**Excellent (A+, A, A-)**

1. Show excellent reflection and review of the process, and excellent ability to apply the insights in personal context.
2. Demonstrate excellent written communication skills.

**Good (B+, B, B-)**

1. Show good reflection and review of the process, and good ability to apply insights in personal context.
2. Demonstrate good written communication skills.

**Fair (C+, C, C-)**

1. Show acceptable reflection and review of the process, and acceptable ability to apply some insights in personal context.
2. Demonstrate acceptable level of written communication skills.

**Marginal (D)**

1. Show marginal reflection and review of the process, and marginal ability to apply insights in personal context.
2. Demonstrate fair written communication skills.

**Failure (F)**

1. Show unsatisfactory reflection and review of the process, and not able to apply insights in personal context.
  2. Demonstrate unsatisfactory written communication skills.
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## **Part III Other Information**

**Keyword Syllabus**

Marketing, business analysis, teamwork, leadership, multinationals, management, marketing, research, problem identification, fieldwork, implementation plan, reflection.

**Reading List**

**Compulsory Readings**

Title	
1	Marc P. Cosentino, "Case in Point: Complete Case Interview Preparation", Burgee Press, 8th ed. (latest edition).

**Additional Readings**

Title	
1	Robert B. Cialdini, "Influence: The Psychology of Persuasion", Harper Business, Revised Ed. (latest edition).
2	Michael D. Myers, "Qualitative Research in Business and Management", SAGE, 2nd ed. (latest edition).
3	Garr Reynolds, "Presentation Zen: Simple Ideas on Presentation Design and Delivery", New Riders, 2nd ed. (latest edition).
4	"HBR' s 10 Must Reads on Change Management", Harvard Business Review 2011, (latest edition).
5	Victor Cheng, "Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting", Innovation Press (latest edition).
6	Alvin C. Burns & Ronald F. Bush, "Marketing Research", Prentice Hall, 7th ed. (latest edition).