

# MKT4651: ADVANCED MARKETING SEMINAR II

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Advanced Marketing Seminar II

### Subject Code

MKT - Marketing

### Course Number

4651

### 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

MKT4611 Advanced Marketing Seminar I

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

MKT4621 Advanced Marketing Seminar

## Part II Course Details

### Abstract

This course aims to further develop the student's skills in the appropriate use of marketing management techniques and tools backed by relevant theories and concepts for evaluating and formulating marketing strategies.

The course, as a second final year project, provides the student with real and practical situation to enable the student to evaluate the firms' marketing practices and strategies; and requires the student to interact with marketing managers from client organizations to develop real-world market plans.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Identify major environmental factors and trends affecting marketing and business world.	15	x		
2	Develop a current perspective on important issues and concerns in business and how these issues affect marketing management.	20	x		
3	Formulate marketing strategies and suggest marketing plans.	20			x
4	Ask a right question and how to answer it properly through the student-instructor interaction.	10		x	
5	Enhance the market sense and broaden the scope of knowledge through attending business leader forums and reading articles in marketing journals and reference books.	20	x		
6	Collaborate with other students through discussion and teamwork. Communicate and present qualitative and quantitative information effectively in oral presentation and written report.	15		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	Company Projects	Students need to accomplish a company project in each semester. Groups will be asked to conduct primary and secondary research, prepare a set of practical and detailed marketing analysis and strategy for a company in Hong Kong.	1, 2, 3, 4, 5, 6

2	Marketing Issues	Various issues will be covered for the groups. Students can gain hands-on experiences by applying theoretical and conceptual frameworks to real-life marketing phenomena.	1, 2, 3, 4, 5, 6	
3	Business Leader Forums	Regular Business Leader Forums will be held to broaden students' business horizon.	1, 2, 3, 4, 5	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Company Projects There will be an oral presentation, including Q & A session, in addition to a full-written report, a presentation file, progress report, and project briefing submitted at the designated time, peer evaluation will be conducted.	1, 2, 3, 4, 5, 6	60	
2 Marketing Issues Groups are required to present a current marketing issue or any interesting findings in market through observation in the market. The presentation should be in power-point format. Discussion forum is established for the students to contribute their constructive and meaningful comments. Peer evaluation will be conducted.	1, 2, 3, 4, 5, 6	20	
3 Individual comments on Business Leader Forums and Marketing Issue Presentation Students are required to do the individual online reflections on the business leader forums and marketing cases presentation.	1, 2, 3, 4, 5, 6	20	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)**

**Assessment Task**

Company Projects

There will be an oral presentation, including Q & A session, in addition to a full-written report, a power-point file, progress report, and project briefing submitted at the designated time, peer evaluation will be conducted.

**Criterion**

Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors, and other business environments.

**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**

Marketing Issues

Groups are required to present a current marketing issue or any interesting findings in market through observation in the market. The presentation should be in power-point format. Discussion forum is established for the students to contribute their constructive and meaningful comments. Peer evaluation will be conducted.

**Criterion**

Demonstrate excellent managerial and analytical skills to marketing problems and issues with proper theory application.

**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

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**Assessment Task**

Individual comments on Business Leader Forums and Marketing Issue Presentation  
Students are required to do the individual online reflections on the business leader forums and marketing cases presentation.

**Criterion**

Demonstrate in-depth learning insights from the Business Leader Forums and Marketing cases presentations.

**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

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**Part III Other Information****Keyword Syllabus**

Understanding customer value and marketing management. Analyzing marketing environment and opportunities. Researching and selecting target markets. Developing marketing strategies. Planning marketing programs. Organizing, implementing, and controlling marketing efforts. Marketing ethics and social responsibility.

**Reading List****Compulsory Readings**

Title	
1	Paul Roetzer (2014), "The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success", Wiley.

**Additional Readings**

Title	
1	Julie Pallant (2016), "SPSS Survival Manual", McGraw Hill.
2	Darren George & Paul Mallery (2010), "SPSS for Windows Step by Step", 11th edition, Pearson.