

MKT4639: MARKETING DIAGNOSTIC RESIDENTIAL TRIP

Effective Term

Semester A 2025/26

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 app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|--|---------------------|--------|--------|--------|
| 1 | Apply business knowledge in a new and unfamiliar setting to demonstrate an attitude of discovery and a high level of competence. | 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.

Learning and Teaching Activities (LTAs)

| LTAs | Brief Description | CILO No. | Hours/week (if applicable) |
|------|--|---|----------------------------|
| 1 | Travelling to a city outside Hong Kong and exposed to an unfamiliar business environment | Students will conduct on-site analyses, engage with industry professionals, and apply course concepts to develop actionable marketing recommendations for participating organizations. | 1 |
| 2 | Problem identification and research objectives setting. | Students will identify key marketing challenges faced by organizations and collaboratively set research objectives that address these problems, drawing on their analytical skills and industry knowledge. | 1, 3 |
| 3 | Research and fieldworks. | Students will engage in hands-on research fieldwork, including conducting interviews, observing customer behavior, and collecting relevant data to inform their analysis and recommendations for the participating organizations. | 2 |
| 4 | Teamwork and supervisor's coaching. | Students will develop teamwork skills by collaborating with peers, and receive coaching from faculty supervisors to help them navigate challenges, refine their approach, and maximize the learning experience. | 4 |

Assessment Tasks / Activities (ATs)

| | ATs | CILO No. | Weighting (%) | Remarks ("- for nil entry) | Allow Use of GenAI? |
|---|---|------------|---------------|----------------------------|---------------------|
| 1 | <p>Group Presentation</p> <p>Students will be assessed on their ability to communicate their research findings and strategic recommendations effectively and demonstrate their teamwork and presentation skills. The language of the presentation will depend on the predominant language used in the host organization.</p> | 1, 2, 3, 4 | 25 | - | Yes |
| 2 | <p>Group Report</p> <p>Students' analytical skills, ability to synthesize research insights, the coherence and feasibility of their marketing recommendations, and the quality of their written communication will be assessed. Within four 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]</p> | 1, 2, 3, 4 | 35 | - | Yes |

| | | | | | |
|---|--|---------|----|---|-----|
| 3 | Individual Participation Students will be assessed based on their level of engagement, contribution to group discussions, proactivity in the field research, and overall commitment to the learning experience. | 2, 4 | 25 | - | Yes |
| 4 | Individual Report Students will be assessed on their ability to critically reflect on their learning, synthesize insights from the field study, and articulate how the experience has informed their understanding of marketing practice and professional development. Each student will submit an English report (1,500 words) discussing what they have learned through the trip or any topic related to the field study. | 1, 3, 4 | 15 | - | Yes |

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.

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). |