

# CB2601: MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Marketing

### Subject Code

CB - College of Business (CB)

### Course Number

2601

### 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

Nil

### Precursors

Nil

### Equivalent Courses

MKT2681 Introduction to Marketing

### Exclusive Courses

FB2601 Marketing

GE2265 Introduction to Marketing

## Part II Course Details

### Abstract

This course aims to introduce students to the important frameworks, concepts, and techniques of marketing management. It provides students with general knowledge about planning and implementing successful marketing strategies in order to familiarize them with marketing concepts and applications in real business situations.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Analyze the customers, competitors and other business environments.			x	
2 Discuss the marketing planning process and its key roles in business organizations		x		
3 Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations			x	
4 Apply both managerial judgment and analytical approaches to current marketing problems and issues.			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 Seminars	Students will explain marketing concepts and general knowledge in class. Students will participate in a series of discussion questions that cover relevant topics. These activities help students visualize the applications of the marketing concepts during lectures.	1, 3, 4	

2	Readings	Students will read the assigned chapters and other relevant materials provided by the lecturer. These readings provide students with the opportunity to think through the concepts and their applications in real business organizations.	1, 2, 3	
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**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class Activities: Students will engage in a variety of assessment tasks/activities, including individual/group exercises, group projects, and/or marketing case studies. Through these experiences, students will analyze customers, competitors, and business environments, select and evaluate appropriate marketing strategies, and apply their knowledge and skills to address real-world marketing issues and challenges.	1, 3, 4	50	-	Yes

**Continuous Assessment (%)**

50

**Examination (%)**

50

**Examination Duration (Hours)**

2

**Additional Information for ATs**

Regulation of the Course 1. Meet the attendance requirement of the Department of Marketing for the completion of the course. 2. Pass both the coursework and examination components in order to be awarded a pass.

## Assessment Rubrics (AR)

### Assessment Task

Class Activities

### Criterion

1. Present and communicate marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.
2. Participate in class discussions by offering ideas and asking questions related to the practice of marketing strategy in business organizations.
3. Demonstrate command of analyzing the customers, competitors and other business environments independently.
4. Recognize the marketing concepts and their applications.
5. Demonstrate managerial and analytical skills to address current marketing problems and issues.

### 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

Examination

### Criterion

1. Analyze the customers, competitors and other business environments.
2. Discuss the marketing planning process and its key roles in business organizations.
3. Select, analyze and evaluate the practice of marketing strategy in business organizations.
4. Apply both managerial judgment and analytical approaches to current marketing problems and issues.

### 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

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; Digital Marketing; Marketing Ethics.

### Reading List

#### Compulsory Readings

Title	
1	Kerin, Roger A. & Hartley, Steven W., "Marketing", McGrawHill.

#### Additional Readings

Title	
1	Philip Kotler & Gary Armstrong, "Principles of Marketing", Prentice-Hall.
2	Boone & Kurtz, "Contemporary Marketing", Thomson South-Western.
3	Lamb, Hair, McDaniel, Summers, Gardiner, "MKTG", Cengage.
4	Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, "Marketing", McGrawHill.