

GE2265: INTRODUCTION TO MARKETING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Introduction to Marketing

Subject Code

GE - Gateway Education

Course Number

2265

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

GE Area (Primary)

Area 2 - Study of Societies, Social and Business Organisations

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

CB2601 Marketing, Not for undergraduate students under College of Business and its departments

Part II Course Details

Abstract

This course aims to introduce the students with the important frameworks, concepts and techniques of marketing management. Students will be provided general knowledge about the key roles of marketing in an organization especially business firms, and planning and implementing successful marketing strategies for the organizations' goals. The course aims to familiarize students with the marketing concepts and applications in various situations especially the business organizations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Analyze the customers, competitors and other operating environments.			x	
2	Discuss the marketing planning process and its key roles in organizations.		x		
3	Select, analyse and evaluate the practice of marketing strategy in 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	1. Lectures and Seminars	Students will gain the concepts and general knowledge of marketing through lectures and classroom discussions.	1, 3, 4	
2	2. Class Exercises	Students will conduct exercises that cover relevant topics and work along with the lecturer and their peers. Students will visualize the applications of the concepts.	1, 3, 4	

3	3. Readings	Students will pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. Students will think through the concepts and their applications.	1, 2, 3	
4	4. Active Learning	Students will participate in guest talks organized by the Department of Marketing, College of Business and other institutions and gain concepts of various organisations' marketing practices. Students will join the Department' s active learning program/ course (e.g. MKT2643A Active Learning for Professional Marketing) to enhance their active learning skills and practices. Students will read other marketing-related articles in academic journals, magazines and other media and evaluate the ideas and viewpoints, and discuss with the instructor. Students will participate in some research activities organized by faculties of the department to be exposed to academic research activities in marketing.	4	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	Class Exercises and Discussion Individual/group exercises on marketing concepts, etc. are arranged to provide students the opportunity to analyze the customers, competitors or environments, and select and evaluate marketing strategy. Discussion on marketing concepts and cases are arranged to provide students the opportunity to apply the marketing knowledge to deal with marketing problems.	1, 3, 4	20	-	Yes
2	Project Students will work in groups on a marketing project, analyzing the marketing issues and suggest marketing strategies and activities for a specific organization.	1, 3, 4	30	-	Yes

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Additional Information for ATs

Regulation of the Course 1. Students need to meet the attendance requirement of the Department of Marketing for the completion of the course. 2. Students are required to pass both coursework and examination components in order to be awarded a pass.

Assessment Rubrics (AR)

Assessment Task

Class Exercises and Discussion

Criterion

1. CAPACITY to PARTICIPATE in class discussion by offering ideas and asking questions related to the practice of marketing strategy in business organizations.
2. ABILITY to RECOGNIZE the marketing concepts and their applications.

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

Project

Criterion

1. ABILITY to PRESENT and COMMUNICATE marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.
2. CAPACITY to SHOW command of analyzing the customers, competitors and other business environments independently.
3. CAPACITY to DEMONSTRATE managerial and analytical skills 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

Assessment Task

Examination

Criterion

1. ABILITY to ANALYZE the customers, competitors and other business environments.
2. ABILITY to DISCUSS the marketing planning process and its key roles in business organizations.
3. ABILITY to SELECT, ANALYZE and EVALUATE the practice of marketing strategy in business organizations
4. ABILITY to 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

Part III Other Information

Keyword Syllabus

Marketing Environment; Consumer Behavior, Customer Relationship Management, 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	Philip Kotler Gary Armstrong, "Principles of Marketing", Pearson.
2	Solomon, Michael R, "Consumer Behavior: Buying, Having, and Being", Pearson.

Additional Readings

Title	
1	Francis Buttle and Stan Maklan, "Customer Relationship Management: Concepts and Technologies", Routledge.
2	V. Kumar and Werner Reinartz, "Customer Relationship Management", Springer.
3	"Managing Customer Experience and Relationships: A Strategic Framework", 3rd ed., Don Peppers and Martha Rogers, John Wiley & Sons.
4	Philip Kotler & Gary Armstrong, "Principles of Marketing", Prentice-Hall.
5	Boone & Kurtz, "Contemporary Marketing", Thomson South-Western.
6	Lamb, Hair, McDaniel, Summers, Gardiner, "MKTG", Cengage.
7	Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, "Marketing", McGrawHill.

Annex (for GE courses only)

A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

PILO 1: Demonstrate the capacity for self-directed learning

4

PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology

1

PILO 3: Demonstrate critical thinking skills

2

PILO 4: Interpret information and numerical data

1

PILO 5: Produce structured, well-organised and fluent text

1, 3, 4

PILO 6: Demonstrate effective oral communication skills

1, 3, 4

PILO 7: Demonstrate an ability to work effectively in a team

1, 3, 4

PILO 8: Recognise important characteristics of their own culture(s) and at least one other culture, and their impact on global issues

1

PILO 9: Value ethical and socially responsible actions

3, 4

PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation

1, 3, 4

B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.

Selected Assessment Task

Examination