

# MKT3643: MARKETING CASE ANALYSIS AND COMMUNICATION

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Marketing Case Analysis and Communication

### Subject Code

MKT - Marketing

### Course Number

3643

### 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

CB2601 Marketing

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

CB3043 Business Case Analysis and Communication

## Part II Course Details

### Abstract

This course aims to help students create new knowledge by integrating functional marketing expertise to develop workable solutions for real-world marketing cases. Students will engage in critical thinking independently and collaboratively, analyzing and evaluating marketing challenges in local and global business contexts. The course also emphasizes effective communication, providing opportunities for students to present their creative solutions and action plans for addressing marketing challenges through both oral and written formats. Additionally, it fosters lifelong learning by developing transferable skills, including applying marketing theories, principles, real-world knowledge, case analysis, and teamwork. This comprehensive approach empowers students to navigate complex marketing decisions individually and within teams.

#### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                                                                                                                                                                                                | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) |   |   |   |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|---|---|---|
| 1     | Critically evaluate an organization's external and internal marketing environment, including its capabilities and human capital, to comprehensively analyze its context and situation.                                                                                                                                         |                                          | x |   |   |
| 2     | Describe, explain, and integrate conceptual models and theories in marketing to appreciate the essential factors and criteria for assessment before formulating and implementing solutions to marketing challenges.                                                                                                            |                                          | x |   |   |
| 3     | Design marketing strategies and implementation plans, applying these to enhance organizational performance and the effectiveness of its members.                                                                                                                                                                               |                                          |   |   | x |
| 4     | Apply knowledge developed through comparison, analysis, evaluation, and integration to create marketing solutions appropriate to an organization's external context and internal situation, devising innovative ways to implement these solutions for the benefit of stakeholders, including the organization and its members. |                                          |   | 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 | Mini-lectures            | Students will gain essential knowledge about international and local marketing issues and broader topics in marketing and business. Mini-lectures will serve as a platform for active engagement, where students are encouraged to participate by responding to questions and sharing their insights and critiques of the course readings. This interactive approach will facilitate deeper understanding through explanation, evaluation, analysis, comparison, application, and effective communication of marketing concepts and strategies. | 1, 2, 3, 4 |                            |
| 2 | Case Analysis Discussion | Students will demonstrate their critical thinking skills by comparing, analyzing, and evaluating a firm's marketing context and situation. They will work collaboratively to provide tailored solutions that address the specific challenges faced by the firm, enhancing their ability to apply marketing theories and concepts in practical scenarios.                                                                                                                                                                                        | 1, 2, 3, 4 |                            |

|   |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |  |
|---|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|
| 3 | Peer Review | Students will engage in peer review to assess the contributions of their classmates. This process will help them develop their skills in comparison, analysis, and evaluation as they provide constructive feedback and insights into each other's work. By critically examining their peers' approaches and solutions, students will enhance their understanding of marketing concepts and improve their ability to articulate and defend their ideas. | 1, 2, 3, 4 |  |
|---|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|

**Assessment Tasks / Activities (ATs)**

|   | ATs                                                                                                                                                                                                                                                                                                                                                                                                                                           | CILO No.   | Weighting (%) | Remarks ("- " for nil entry) | Allow Use of GenAI? |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------|------------------------------|---------------------|
| 1 | Individual Assignment: Students will conduct in-depth analysis of marketing cases. This task will require them to apply their marketing knowledge and analytical skills to evaluate the case comprehensively. Students will explore various aspects of the marketing context, identify key challenges, and propose strategic solutions, enhancing their ability to work independently and think critically about real-world marketing issues. | 1, 2, 3, 4 | 30            | -                            | Yes                 |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |    |   |     |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|---|-----|
| 2 | Group Case Presentation: Students will collaborate in teams to analyze a marketing case and present their findings using a case competition format. This group presentation will encourage teamwork and foster a competitive spirit, as students will showcase their analytical skills and strategic insights while addressing the marketing challenges presented in the case. Each team will be able to engage in critical discussions, defend their strategies, and receive feedback from peers and instructors. | 1, 2, 3, 4 | 30 | - | Yes |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|---|-----|

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |    |   |     |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|---|-----|
| 3 | Participation: Students are expected to contribute to marketing case discussions actively. Their engagement will involve sharing insights, asking questions, and providing feedback on their peers' analyses. This collaborative environment will foster a deeper understanding of marketing concepts and encourage critical thinking as students learn from one another and collectively explore the complexities of real-world marketing challenges. | 1, 2, 3, 4 | 40 | - | Yes |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|---|-----|

**Continuous Assessment (%)**

100

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

Individual Assignment

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

Demonstrates a high degree of originality and insightful reflection on performance and effectively integrating marketing theories. Successfully generalizes principles, models, or practices to new and unfamiliar real-life marketing contexts.

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

Presents a solid understanding of the marketing case, supported by relevant and accurate application of concepts learned in class. Clearly articulates how various aspects of the marketing case work together to achieve a specific purpose, with well-justified solutions or recommendations.

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

Provides relevant and accurate evidence but lacks a comprehensive view of the marketing case issues. Engages in meaningful discussion of content with limited application or integration of concepts. The justification of solutions or recommendations is fair but not robust.

**Marginal (D)**

Offers relevant and accurate evidence, but the marketing analysis is fragmented, addressing only a few issues. Shows minimal understanding of the case, with insufficient coverage, little originality, and weak justification of solutions or recommendations.

#### **Failure (F)**

Fails to submit the Individual Assignment.

### **Assessment Task**

Group Case Presentation

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

Presents an engaging and suitably complex marketing analysis/solution that showcases original contributions, going beyond standard resources and concepts. Articulates a clear point of view in a distinct voice, demonstrating impressive critical analysis as judged by peers and the instructor.

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

Provides a logical progression of marketing ideas, incorporating new and original insights. Most or all relevant points are drawn from established marketing models or conceptual frameworks, using a well-organized structure to resolve issues with convincing arguments and discussions effectively.

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

Describes the topic adequately and outlines proposed actions. References relevant points from established marketing models or frameworks, showing an understanding of the marketing issues but struggling to find resolutions or engage in deeper critical analysis.

#### **Marginal (D)**

Offers a basic description of the marketing issues at hand, with some relevant points. However, the presentation is primarily a straightforward rehash of factual elements, mainly listing pros and cons. Utilizes a few mainstream references and applies correct concepts without depth.

#### **Failure (F)**

Fails to participate in the group presentation.

### **Assessment Task**

Participation

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

Be punctual and attend class full-time, consistently prepared with assignments and required materials, almost always contribute to class discussions with insightful ideas and questions, and display facilitative behavior throughout class.

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

Frequently punctual, attends class full-time, is often prepared with assignments and required materials, regularly contributes thought-provoking ideas and questions during discussions, and frequently exhibits facilitative behaviour.

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

Occasionally late to class and/or leaves early, and is sometimes prepared with assignments and materials, contribute to class discussions occasionally but may struggle to engage critically, and the behavior is generally acceptable but not consistently facilitative.

#### **Marginal (D)**

Almost always late to class and/or leaves early, is rarely prepared with assignments, almost never contributes to discussions and may display disruptive behaviour during class.

**Failure (F)**

Never attends class, is unprepared, does not participate in discussions, and consistently exhibits disruptive behavior.

## Part III Other Information

**Keyword Syllabus**

Targeted Marketing. Marketing communication, strategic marketing decisions, consumer behavior, market research, creative campaign development, marketing metrics and analytics, brand management, collaborative marketing strategy, implementation plan

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

| Title |                                   |
|-------|-----------------------------------|
| 1     | Customized Textbook: Case Package |

**Additional Readings**

| Title |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Ellet, W. (2018). The Case Study Handbook, Revised Edition: A Student's Guide. Boston: Harvard Business Press.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 2     | Advanced textbooks on marketing and business strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 3     | Online Resources: Students have access to a wealth of information freely available on the Internet. They are encouraged to explore links to various marketing and business corporations and relevant reports on environmental impacts affecting these organizations and their branches in different countries. Numerous marketing and business periodicals can also be found online.                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 4     | Marketing and Business Periodicals: Students should refer to current and past issues of notable periodicals and websites, including: Business Week: <a href="http://www.businessweek.com">www.businessweek.com</a> , Fortune: <a href="http://www.fortune.com">www.fortune.com</a> , Asian Wall Street Journal: <a href="http://asia.wsj.com/home-page">http://asia.wsj.com/home-page</a> , Harvard Business Review: <a href="http://www.hbsp.harvard.edu">www.hbsp.harvard.edu</a> , Forbes: <a href="http://www.forbes.com">www.forbes.com</a> , AdAge: <a href="http://www.adage.com">www.adage.com</a> , Campaign: <a href="http://www.campaignlive.co.uk/">www.campaignlive.co.uk/</a> , PRWeek: <a href="http://www.prweek.com">www.prweek.com</a> . These resources will provide valuable insights and data for the course. |