

## Subject Description Form

| <b>Subject Code</b>                                   | APSS352   |                  |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
|---|---|------------------|--|----------------------------|-----------------------|------------------|----------|-----|---|------------------|-----|---|-----------------------|---|-----|-----------------------------|---|-----|
| <b>Subject Title</b>                                  | Marketing Strategies and Skills in Human Services   |                  |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| <b>Credit Value</b>                                   | 3   |                  |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| <b>Level</b>  | 3   |                  |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| <b>Pre-requisite/<br/>Co-requisite/<br/>Exclusion</b> | <u>Pre-requisite:</u><br>APSS331 Management in Human Services   |                  |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| <b>Assessment Methods</b>                             | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">100% Continuous Assessment</th> <th style="width: 20%;">Individual Assessment</th> <th style="width: 20%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Paper</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">-</td> </tr> <tr> <td>2. Participation</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">-</td> </tr> <tr> <td>3. Group Presentation</td> <td style="text-align: center;">-</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>4. Seminar Group Activities</td> <td style="text-align: center;">-</td> <td style="text-align: center;">10%</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>The grade is calculated according to the percentage assigned;</li> <li>The completion and submission of all component assignments are required for passing the subject; and</li> <li>Student must pass all component(s) if he/she is to pass the subject.</li> </ul> |                  |  | 100% Continuous Assessment | Individual Assessment | Group Assessment | 1. Paper | 50% | - | 2. Participation | 10% | - | 3. Group Presentation | - | 30% | 4. Seminar Group Activities | - | 10% |
| 100% Continuous Assessment                            | Individual Assessment   | Group Assessment |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| 1. Paper  | 50%   | -                |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| 2. Participation                                      | 10%   | -                |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| 3. Group Presentation                                 | -   | 30%              |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| 4. Seminar Group Activities                           | -   | 10%              |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |
| <b>Objectives</b>                                     | The objectives of this subject are to: <ol style="list-style-type: none"> <li>1. comprehend marketing skills, in the particular context of human service;</li> <li>2. recognize the importance of marketing in human services;</li> <li>3. grasp the process, knowledge and skills in marketing;</li> <li>4. demonstrate what they learn in human services.</li> <li>5. analyze marketing information in marketing decisions</li> </ol>   |                  |  |                            |                       |                  |          |     |   |                  |     |   |                       |   |     |                             |   |     |

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| <b>Intended Learning Outcomes</b>                | <p>Upon completion of the subject, students are able to develop:</p> <ol style="list-style-type: none"> <li>a. understanding of the essential concepts and skills in marketing strategies and skills in human services;</li> <li>b. an ability to comprehend and analyse critical issues in marketing management in human services;</li> <li>c. illustration of real life cases in marketing strategies and skill in Hong Kong.</li> </ol>  |
| <b>Subject Synopsis/<br/>Indicative Syllabus</b> | <ol style="list-style-type: none"> <li>1. Introduction <ol style="list-style-type: none"> <li>a. What is marketing?</li> <li>b. Importance of marketing in current human services</li> <li>c. Specific characteristics of marketing in human services</li> </ol> </li> <li>2. Marketing management and the planning process</li> <li>3. Targeting Market, Segmentation and Positioning <ol style="list-style-type: none"> <li>a. consumers' behavior</li> <li>b. developing a targeted marketing strategy: youth, adult and elderly</li> </ol> </li> <li>4. Elements of marketing program: an age-friendly approach <ol style="list-style-type: none"> <li>a. service development, quality and management</li> <li>b. channels of service delivery</li> <li>c. communication, promotional and referral strategies</li> <li>d. fee charging and funding</li> <li>e. branding</li> </ol> </li> <li>5. Implementation, monitoring, and feedback</li> <li>6. Marketing to Donors</li> <li>7. Social Marketing</li> <li>8. Marketing Research</li> </ol> |
| <b>Teaching/Learning Methodology</b>             | <p>This subject will engage students in different teaching and learning methods. Lectures and interactive group activities aim to enable students to understand marketing skills, recognize its importance in human services and apply marketing strategies in real life cases. Group projects will further allow students to identify marketing problems and challenges faced by human service organisations, in preparing marketing plans and apply marketing strategies to address problems. Finally, an individual papers aim to enable students to analyze marketing problems and to make practical suggestions in human services contexts.</p>  |

| Assessment Methods<br>in Alignment with<br>Intended Learning<br>Outcomes  | Specific assessment<br>methods/tasks               | %<br>weighting | Intended subject learning outcomes to<br>be assessed (Please tick as appropriate) |   |   |  |         |
|---|--|----------------|---|---|---|--|---------|
|   |  |                | a   | b | c |  |         |
|   | 1. Group Project                                   | 40%            | √   | √ | √ |  |         |
| 2. Group Activities   | 10%  | √              | √   | √ |   |  |         |
| 3. Participation  | 20%  | √              | √   | √ |   |  |         |
| 4. Individual Paper   | 30%  | √              | √   | √ |   |  |         |
| <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p><b>Group Presentation:</b><br/>Students will study marketing issues faced by a human service organization, and to develop a marketing plan to address the issues. This will allow students to apply marketing strategies to real life situation in Hong Kong and to apply marketing concepts and practical skills. The marketing plans will be recorded as videos and discussed with group members via blackboard. In-class discussion will be held to clarify some concepts and to make in-depth analysis.</p> <p><b>Group Activities:</b><br/>Each group will work on a assigned topic to organize a group activity and to discuss the topic in practice. Students use a picture to capture their reflections about an assigned topic. They are required to explain why that picture/videos/songs best represents the topic. This will enable students to comprehend and reflect practical issues in marketing management in human services.</p> <p><b>Participation:</b><br/>Students' individual performance, including attendance and contribution to discussions will be assessed in order to recognize their personal efforts and to encourage active participation.</p> <p><b>Individual paper</b><br/>An individual aims to assess students' understanding of marketing skills and concepts, and application of marketing strategies in human services organization.</p> |  |                |   |   |   |  |         |
| Student Study<br>Effort Required  | Class contact:                                     |                |   |   |   |  |         |
|   | ▪ lectures   |                |   |   |   |  | 39 Hrs. |
|   | Other student study effort:                        |                |   |   |   |  |         |
|   | ▪ Preparation of presentation and group activities |                |   |   |   |  | 40 Hrs. |
|   | ▪ Writing up an individual paper                   |                |   |   |   |  | 40 Hrs. |

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|------------------------------------|--|----------|
|                                    | Total student study effort   | 119 Hrs. |
| <b>Reading List and References</b> | <p><b><u>Essential</u></b></p> <p>Adrian, S. (2017) <i>Fundraising principles and practice</i>, San Francisco: Jossey-Bass ( ebook) <i>HG177 .S27 2010</i></p> <p>Alan, A. (2008) <i>Strategic marketing for non-profit organizations</i>, N.J.O Person <i>HF5415 .K6312 2008</i></p> <p>Andreasen A.R. and Kolter P.R. (2014) <i>Strategic marketing for non-profit organisations</i>, England: Pearson</p> <p>Avinash, K. (2021) <i>Marketing in the digital world</i>, New York: Business Expert Press</p> <p>Barry, M. (2011) <i>Successful marketing strategies for nonprofit organizations winning in the age of the elusive donor</i>, Hoboken, NJ.: Wiley</p> <p>Debra, Z (2023) <i>Social media marketing: a strategic approach</i>, Cengage Learning.</p> <p>Gary A. and Kolter P. (2020) <i>Marketing: an introduction</i>, UK: Person</p> <p>Grau, S.L. (2014) <i>Marketing for nonprofit: insights and innovation</i>. Chicago, Illinions: Lyceum Books</p> <p>Hajili, N. (2015) <i>Handbook of Research on Integrating Social Media into Strategic Marketing</i>, UK: Newcastle University Business School</p> <p>Heggde, G. and Shainesh G. (2018) <i>Social media marketing: emerging concepts and applications</i>, Singapore: Palgrave Macmillian</p> <p>Hill, R.P. and Langan, R (2014) <i>Handbook of research on marketing and corporate social responsibility</i>, Cheltenham: Wdward Elgar Pub. Ltd (ebook)</p> <p>Hyde, F. and Mitchell (2022) <i>Charity marketing: contemporary Issues, research and practice</i>, London and New York: Routledge</p> <p>Lacobucci, D. (2018) <i>Marketing Management</i>, Boston, MA: Cengage Learning</p> <p>Kotler P. and Armstrong G (2021) <i>Principles of Marketing</i>, Pearson Prentice Hall</p> <p>Kotler P., and Lee N.R. (2016) <i>Social Marketing: Changing behaviors for good</i>, USA: SAGE Publications</p> <p>Mansfield, H. (2012) <i>Social Media for Social Good: a How-to Guide for Nonprofits</i>, New York: McGraw-Hill</p> <p>Mchleish B., (2011) <i>Successful Marketing Strategies for Nonprofit Winning in the Age of the Elusive Donor</i>, New York: Wiley</p> <p>Nil A., &amp; Aalberts, R.J. (2015) <i>Handbook on ethics and marketing</i>, Massachusetts: Edward Elgar Publishing</p> |          |

- Perreault W.J., Cannon J.P. and McCarthy E.J. (2014) *Basic Marketing: A Marketing Strategy Planning Approach*, USA: McGraw-Hill Irwin
- Rajagopal, R. (2018) *Marketing research: fundamentals, process, and implications*, New York: Nova Science Publishers
- Rishi, B. (2018) *Contemporary issues in social media marketing*, New York: Routledge
- Stroud, D. (2013) *Marketing to the ageing consumer: the secrets to building an age-friendly business*, Hampshire: Palgrave Macmillan
- Vigolo, O. (2017) *Older Tourist Behavior and Marketing Tools*, Switzerland: Springer
- Wymer and Walter W (2012) *Marketing for non-profit organizations*, London: Henry Stewart Talks
- Wymer W., Knowles P. and Gomes R. (2006) *Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organization*. Thousand Oaks: Sage Publications. (ebook) *Reserve Collection HF5415 .W95 2006*
- 楊東震 (2014) *非營利事業行銷與管理 Marketing and management for nonprofit organizations*, 台北: 滄海圖書資訊,

### **Supplementary**

- Burnett J.J. (2007) *Nonprofit Marketing: Best Practices*. New York: John Wiley & Sons.
- Charan, A. (2015) *Marketing analytics: a practitioner's guide to marketing analytics and research methods*, New Jersey: World Scientific
- Cravens, D.W. (2013). *Strategic Marketing*. New York: McGraw-Hill
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- Jidson J. (2008) The Branding of Charities. In Sargeant A. and Wymer W. (Eds) *The Routledge Companion to Nonprofit Marketing*. New York: Routledge.
- Kolb, B. (2008) *Marketing Research for Non-profit Community and Creative Organizations*. New York: Elsevier.
- Maignan, I. & Ferrel, O.C. (2010) Corporate Social Responsibility and Marketing: An integrative framework, *Journal of the Academy of Marketing Science*, 32(3): 3-19.
- Nancy, L. (2016) *Social marketing: changing behaviors for good*, Thousand Oaks, California: SAGE
- Norton M. and Eastwood M. (2010) *Writing Better Fundraising Applications: A*

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|  | <p><i>Practical Guide</i>: London, Directory of Social Change.</p> <p>Pa, H. (2012) <i>E-marketing concepts, methodologies, tools and applications</i>, InfoScio-books (E-book)</p> <p>Weinreich, N.K. (2011), <i>Hands-on Social Marketing, A Step-by-Step Guide</i>. Thousand Oaks: Sage Publications.</p> <p>Wood, M.B. (2014) <i>The Marketing Plan Handbook</i>. Saddle River, New Jersey: Pearson Prentice Hall. <i>HF5415.13 .W66 2014</i></p> <p>Yang D.Z. (2008) <i>Fei Ying Li Shi Ye Xing Xiao Yu Guan Li = Marketing and Management for Nonprofit organization</i>, Taipei: Xin Wen Jing Kai Fa Chu Ban Gu Fen You Xian Gong Si</p> |
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