

## 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 / Co-requisite/ Exclusion</b>	<u>Pre-requisite:</u> APSS331 Management in Human Services																	
<b>Assessment Methods</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">50% Continuous Assessment</th> <th style="width: 25%;">Individual Assessment</th> <th style="width: 25%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Group Presentation and Report</td> <td style="text-align: center;">--</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>2. Group Activities</td> <td style="text-align: center;">--</td> <td style="text-align: center;">10%</td> </tr> <tr> <td>3. Participation</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>4. Examination</td> <td style="text-align: center;">50%</td> <td style="text-align: center;">--</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>The grade is calculated according to the percentage assigned; and</li> <li>The completion and submission of all component assignments are required for passing the subject.</li> </ul>			50% Continuous Assessment	Individual Assessment	Group Assessment	1. Group Presentation and Report	--	30%	2. Group Activities	--	10%	3. Participation	10%	--	4. Examination	50%	--
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<b>Objectives</b>	The objectives of this subject are to: <ol style="list-style-type: none"> <li>1. understand marketing, in the particular context of human service;</li> <li>2. recognize the importance of marketing in human services;</li> <li>3. grasp the basic process, knowledge and skills in marketing;</li> <li>4. apply what they learn in human services.</li> <li>5. make use of marketing information in marketing decisions</li> </ol>																	
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to develop: <ol style="list-style-type: none"> <li>a. a basic 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. appreciation of real life cases in marketing strategies and skill in Hong Kong.</li> </ol>																	

<b>Subject Synopsis/ 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 and Positioning <ol style="list-style-type: none"> <li>a. consumers' behavior</li> <li>b. developing a targeted marketing strategy</li> </ol> </li> <li>4. Elements of marketing program <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>6. Implementation, monitoring, and feedback</li> <li>7. Marketing to Donors</li> <li>8. Social Marketing</li> <li>9. 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.</p>																																														
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="443 1391 1473 1865"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Group Presentation and Report</td> <td>30%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Group Activities</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Participation</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>4. Examination</td> <td>50%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Group Presentation and Report:</p> <p>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 presented and discussed</p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c				1. Group Presentation and Report	30%	√	√	√				2. Group Activities	10%	√	√	√				3. Participation	10%	√	√	√				4. Examination	50%	√	√	√			
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	<p>with group members. After presentation, students are required to submit a group report (3000 words).</p> <p>Group Activities:</p> <p>Students will work on a marketing topic, e.g. target marketing, 4Ps, branding and social marketing, in organized group activities and to discuss an assigned topic in practice. This will enable students to comprehend and analyze practical issues in marketing management and implementation in human services.</p> <p>Participation:</p> <p>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>Examination:</p> <p>A two-hour examination will aim to assess students' understanding of marketing skills and concepts, and application of marketing strategies in human services organization.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lectures	27 Hrs.
	▪ Seminars and Group Activities	12 Hrs.
	Other student study effort:	
	▪ Preparation of presentation and group activities	25 Hrs.
	▪ Writing up group report	15 Hrs.
	▪ Preparation of examination	40 Hrs.
	Total student study effort	119 Hrs.
<b>Medium of Instruction</b>	English supplemented with Chinese	
<b>Medium of Assessment</b>	English	
<b>Reading List and References</b>	<p><b>Essential</b></p> <p>Gary A. and Kotler P. (2015) <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>Kotler P. (2016) <i>Principles of Marketing</i>, Pearson Prentice Hall</p> <p>Lovelock, C. &amp; Wright, L. (2002). <i>Principles of Service Marketing and Management</i>. Upper Saddle River, New Jersey: Prentice-Hall.</p> <p>Rados, D.L. (1996). <i>Marketing for Non-profit Organizations</i>. New York: Praeger.</p>	

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.

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### **Supplementary**

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