

<b>Subject Code</b>	MM573
<b>Subject Title</b>	Marketing Strategy
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Marketing Management (MM576) or Managing Customers and Markets (MM574)
<b>Objectives</b>	<p>This subject provides students with the ideas and analytic tools that are necessary to develop appropriate marketing strategies for dynamic market environments. The subject will also develop students' thinking and discussion skills that are required for a holistic approach to real marketing problems.</p> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management).</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>have a deeper understanding of the forces driving competition in a broadened concept of the competitive market;</li> <li>have skills in analyzing corporate strategies and tactics from the marketing perspective;</li> <li>understand how to develop different types of analytic framework according to the contingencies of market environments;</li> <li>be equipped with the working understanding of tools that are useful in implementing a market-orientation philosophy.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>• Introduction - Perspectives on Marketing Strategy, Strategic Marketing Concept, Marketing Environment</li> <li>• Market-Driven Strategy and Market Learning</li> <li>• Market Structure and Competitive Market Analysis</li> <li>• Cultural Diversity and Globalization in Marketing</li> <li>• Market Segmentation</li> <li>• Market Targeting and Strategic Positioning</li> <li>• New Product Innovation and Strategy</li> <li>• Pricing Strategy</li> <li>• Promotion and Advertising Strategies</li> <li>• Integrative Marketing Strategy and Implementation</li> </ul>
<b>Teaching/Learning Methodology</b>	<p>We will comprehensively review the approaches, perspectives, analytical techniques and planning tools that are crucial for effective strategic market planning. The class comprises the lecture, discussion between the students and the lecturer, and group discussion or presentations. During these discussion sessions, a number of strategic options and techniques to create competitive advantages will be introduced and compared. New perspectives in analyzing and developing market-oriented strategies will also be explained and examined.</p>

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a.	b.	c.	d.
	<b>Continuous Assessment*</b>	<b>100%</b>				
	1. Group project	25%		✓	✓	✓
	2. Individual project	25%	✓	✓	✓	
	3. Essay assignments	20%	✓	✓	✓	✓
	4. In-class exercises and discussion	20%	✓	✓	✓	✓
	5. Attendance and participation	10%	✓	✓	✓	✓
	Total	100 %				
<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>						
To pass this subject, students are required to obtain Grade D or above in the overall subject grade.						
<b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject – <ul style="list-style-type: none"><li>• Read the recommended material;</li><li>• Discuss the issues brought up in the lectures/seminars;</li><li>• Appreciate the different approaches that may be adopted in solving marketing problems;</li><li>• Participate in presenting the group’s views on a case/marketing situation.</li></ul> Feedback is given to students immediately following the presentations and all students are invited to join this discussion.						
<b>Student Study Effort Expected</b>	Class contact:					
	▪ Lectures				39 Hrs.	
	Other student study effort:					
	▪ Preparation for lectures				39 Hrs.	
	▪ Preparation for assignment / group project and presentation				79 Hrs.	
	Total student study effort				157 Hrs.	
<b>Reading List and References</b>	<u>Textbook</u> O.C. Ferrell and Michael D. Hartline (2018), “Marketing Strategy” – 7th edition, South-Western Cengage Learning					
	<u>Additional Reading Examples</u> Orville Walker and John Mullins – Marketing Strategy (A Decision-Focused Approach) – 8th edition, McGraw-Hill					