

Subject Code	MM6751
Subject Title	Strategic Marketing and Consumer Behaviour
Credit Value	3
Level	6
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>This subject contributes to the achievement of the programme outcome by broadening, updating, and deepening students' understanding of fundamental business domain knowledge, cultivating a forward-thinking mindset that artificial intelligence as a transformative force (Outcome 2).</p> <p>This subject will expose students to issues of research and development in strategic marketing and consumer behaviour.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Learn the current research topics and new developments in strategic marketing and consumer behaviour. Understand how firms can devise and enhance the effectiveness of their marketing strategies. Understand how firms can better analyze consumer psychology and stimulate desirable consumer behaviours. Develop the skills to identify interesting research problems in the various domains of strategic marketing and consumer behaviour.
Subject Synopsis/ Indicative Syllabus	<p>The focus will be on current research directions in the following areas:</p> <ul style="list-style-type: none"> ▪ Consumer behaviour ▪ Sustainability and green marketing ▪ Marketing strategy ▪ Service marketing ▪ Digital marketing
Teaching/Learning Methodology	<p>This subject will use a combination of lectures, student participation, and class discussions.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a	b	c	d
	Continuous Assessment*	100%				
	1. Class Presentation Discussion	40%	✓	✓	✓	✓
	2. Individual Written Report	60%	✓	✓	✓	✓
	Total	100 %				
<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>						
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:						
Students are expected to show their understanding of the issues related to the management of marketing strategies and consumer research through assessments that involve active class participation and discussions, particularly focusing on students' presentations. Immediate feedback from the subject lecturer is also provided following the presentations, fostering a collaborative learning environment. In addition, students must submit an individual written report to showcase their understanding of the subject matter.						
To pass this subject, students are required to obtain Grade D or above in the overall subject grade.						
Student Study Effort Expected	Class contact:					
	▪ Lectures					30 Hrs.
	Other student study effort:					
	▪ Reading Assignment					75 Hrs.
	Total student study effort					105 Hrs.
Reading List and References	1. Su, Lei, Jaideep Sengupta, Yiwei Li, and Fangyuan Chen (2023), "“Want” versus “Need”: How Linguistic Framing Influences Responses to Crowdfunding Appeals." Journal of Consumer Research, ucad033.					

	<ol style="list-style-type: none"> 2. Yan, L., Keh, H. T., & Chen, J. (2021). Assimilating and differentiating: the curvilinear effect of social class on green consumption. <i>Journal of Consumer Research</i>, 47(6), 914-936. 3. Dong, Beibei, Mengzhou Zhuang, Eric Fang, and Minxue Huang (2024), "Tales of two channels: digital advertising performance between AI recommendation and user subscription channels," <i>Journal of Marketing</i>, 88 (2): 141-162. 4. Leung, Fine F., Flora F. Gu, and Robert W. Palmatier (2022), "Online influencer marketing," <i>Journal of the Academy of Marketing Science</i>, 50 (2): 226-251. 5. Korschun, Daniel, C.B. Bhattacharya, & Scott D. Swain (2014) "Corporate Social Responsibility, Customer Orientation, and the Job Performance of Frontline Employees", <i>Journal of Marketing</i>, Vol. 78, 20 –37 6. Kumar, V, Eli Jones, Rajkumar Venkatesan, and Robert P. Leone (2011), "Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?" <i>Journal of Marketing</i>, 75 (January), 16-30. 7. Homburg, Christian, Marcel Stierl, and Torsten Bornemann (2013) "Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement", <i>Journal of Marketing</i>, 77, 54 – 72. 8. Vlachos, Pavlos A., Argiris Tsamakos, Adam Vrechopoulos, and Panagiotis Avramidis (2009), "Corporate Social Responsibility: Attributions, Loyalty, and the Mediating Role of Trust," <i>Journal of the Academy of Marketing Science</i>, 37, 170-180. 9. Dean, T., David Griffith, and Roger Calantone (2016) "New Product Creativity: Understanding Contract Specificity in New Product Introductions", <i>Journal of Marketing</i>, 80(2), 39-58. 10. Griffith, David A., Jessica J. Hoppner, Hannah S. Lee and Tobias Schoenherr (2017), "The Influence of the Structure of Interdependence on the Response to Inequity in Buyer-Supplier Relationships," <i>Journal of Marketing Research</i>, 54(1), 124-137. 11. Seggie, Steven H., David A. Griffith, and Sandy D. Jap (2013), "Passive and Active Opportunism in Interorganizational Exchange." <i>Journal of Marketing</i>, 77(Nov), 73-90. 12. Fang, Eric (Er), Jongkuk Lee, Robert Palmatier, and Zhaoyang Guo (2016), "Understanding the Effects of Plural Marketing Structures on Alliance Performance", <i>Journal of Marketing Research</i>, 53 (4), 628-645. 13. Gonzalez, Gabriel R., Danny P. Claro, and Robert W. Palmatier (2014), "Synergistic Effects of Relationship Managers' Social Networks on Sales Performance," <i>Journal of Marketing</i>, 78 (Jan), 76-94.
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	<p>14. Kozlenkova, Irina V., Robert Palmatier, Eric (Er) Fang, Bangming Xio and Minxue Huang (2017), "Online Relationship Formation", <i>Journal of Marketing</i>, 81 (3), 21-40.</p> <p>15. Griffith, David A. and Gaia Rubera (2014). A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations. <i>Journal of International Marketing</i>, 22(1), 5-20.</p> <p>16. Yang, Zhilin, Chenting Su, and Kim-Shyan Fam (2012), "Dealing with Institutional Distances in International Marketing Channels: Governance Strategies That Engender Legitimacy and Efficiency," <i>Journal of Marketing</i>, 76 (3), 41-55.</p> <p>17. Fang, Eric, Jongkuk Lee, and Zhi Yang (2015), "The Timing of Codevelopment Alliances in New Product Development Processes: Returns for Upstream and Downstream Partners." <i>Journal of Marketing</i>, 79 (1), 64-82.</p> <p>18. Giebelhausen, Michael, Stacey G. Robinson, Nancy J. Sirianni, and Michael K. Brady (2014), "Touch Versus Tech: When Technology Functions as a Barrier or a Benefit to Service Encounters", <i>Journal of Marketing</i>, 78 (4), 113-124.</p> <p>19. Wan, Echo Wen, Kimmy W. Chan, and Rocky Chen (2016), "Hurting or Helping? The Effect of Service Agent's Workplace Ostracism on Customer Service Perceptions", <i>Journal of Academy of Marketing Science</i>, 44 (6), 746–769.</p> <p>20. Zablah, Alex R., George R. Franke, Tom J. Brown, and Darrell E. Bartholomew (2012), "How and When Does Customer Orientation Influence Frontline Employee Job Outcomes? A Meta-Analytic Evaluation", <i>Journal of Marketing</i>, Vol. 76 Issue 3, 21-40.</p>
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