

MSc in Marketing Management

2023-2024

Programme Requirement Document Programme Code: 23090-MKP/MKF









TABLE OF CONTENTS

		Page No.
CON	NTACT LIST	i
FOR	REWORD	ii
ACA	ADEMIC CALENDAR FOR 2023-24	iii
Par	t I: General Information	
1.	Programme Overview	1
2.	Programme Aims	1
3.	Programme Outcomes and Learning Objectives	1
4.	Entrance Requirements	2
5.	Programme Structure	2
	5.1 Programme Information	2
	5.2 Credit Requirements	2
	5.3 Mode and Duration of Study	3 4
	5.4 Subject Offerings5.5 Recommended Progression Pattern	5
	5.6 Programme Curriculum Pattern	6
6.	Programme Management and Operation	8
7.	Communication with Students	8
8.	Subject Registration	o o
0.	8.1 Add/Drop of Subjects	8
	8.2 Withdrawal of Subjects	8
9.	Subject Exemption and Credit Transfer	
	9.1 Subject Exemption	9
	9.2 Credit Transfer	9
10.	Retaking of Failed Subjects	10
11.		10
	Deferment of Study	10
13.	Withdrawal of Study	
	13.1 Official Withdrawal	11
	13.2 Discontinuation of Study	11
	13.3 De-registration	11
	Assessment Methods	12
15.	Passing a Subject	12
16.	Assessment of Dissertation	12
	16.1 General Regulations	12
	16.2 Procedures for Preparing the Dissertation16.3 Assessment of Dissertation	12
17.	Grading	13 14
18.	Progression and De-registration	15
	Academic Probation	15
20.	Eligibility for Award	15
21.	č ,	16
	Late Assessment	16
	Procedures for Appeal	
	23.1 Appeals against Decisions on Subject Results	16
	23.2 Appeals against Decisions on Deregistration	17
	23.3 Appeals against Decisions on Award Classification	17
24.	Dismissal of Class	18
25.	Plagiarism and Bibliographic Referencing	18
26.	Prevention of Bribery Ordinance	19
27.	Copyright and Usage of Online Learning Materials	19
р.	t II. Cubicat Cullabuses	20
rari	t II: Subject Syllabuses	20

Version: September 2023

CONTACT LIST

For programme administration, please contact:

Tel: (852) 2766 7381 / (852) 2766 7108

Email: <u>mm.msc@polyu.edu.hk</u>

Fax: (852) 2765 0611

For academic matters, please contact:

Dr Zhang Xubing, Programme Director

Tel: (852) 2766 4060

Email: zhang.xubing@polyu.edu.hk

Dr Celine Ho, Deputy Programme Director

Tel: (852) 2766 4022

Email: celine-mw.ho@polyu.edu.hk

MM Programme Web Page

https://www.polyu.edu.hk/mm/study/tpg/mm/

PolyU Student Handbook Web Page

https://www.polyu.edu.hk/ar/web/en/for-polyu-students/student-handbook/index.html

Department of Management and Marketing (MM)

M801, Li Ka Shing Tower

The Hong Kong Polytechnic University Hung Hom, Kowloon, Hong Kong

Homepage: https://www.polyu.edu.hk/mm/

Office hours:

Mondays to Fridays: 9:00 am – 1:00 pm

2:00 pm - 5:45 pm

Saturdays, Sundays & Public Holidays: Closed

FOREWORD

It is our pleasure to welcome you to the Master of Science in Marketing Management programme offered by the Department of Management and Marketing at The Hong Kong Polytechnic University.

This programme prepares graduates to meet the needs of the marketing profession. Successful completion of this programme will equip you with the advanced knowledge and skills that are useful for business organizations to create value and sustain competitiveness in the marketing field. You will be well supported by the ecosystem composed by our faculty members, cohort students, administrative staff, alumni, and business partners; and our professional network will bring your career to another higher level. Starting from this year, we also strive to differentiate our program from others by providing professional coaching service to our students.

This Programme Requirement Document contains important information that is of direct relevance to your studies. You are strongly advised to read it carefully and use it as a guide for working out your study plan.

We wish you an enjoyable and rewarding experience with the University.

With warmest regards

Prof. Wu Liu

Professor and Head

Department of Management and Marketing

The Hong Kong Polytechnic University Academic Calendar 2023/24 (by Semester Week)

(Updated on 30 August 2023)

Month	Wast	N/a-	T	\A1~ J	Thurs	Ev:	Cat.	Ç	Sem. Week	Evanta	General Holidays
Month Aug 2023	Week	Mon 28	Tue 29	Wed 30	Thurs 31	Fri 1	Sat 2	Sun 3	Sem. Week	Events	General nonuays
Sept	1	28 4	5	6	7	8	9	10	1	4 Sept: Sem. 1 teaching commences	
зері										4 - 16 Sept: Add/Drop Period for Sem. 1	
	3	11 18	12 19	13 20	14 21	15 22	16 23	17 24	3		
0.1										29 Sept: Chinese Mid-Autumn Festival (all evening classes/exams	30 Sept: The day following the Chinese Mid-
Oct	4	25	26	27	28	29	30	1	4	suspended)	Autumn Festival
	5	2	3	4	5	6	7	8	5		2 Oct: The day following National Day
	6	9	10	11	12	13	14	15	6	21 Oct: PolyU Information Day (Undergraduate & Taught Postgraduate	
	7	16	17	18	19	20	21	22	7	Programmes) (all day-time and evening classes suspended)	
	8	23	24	25	26	27	28	29	8		23 Oct: Chung Yeung Festival
Nov	9	30	31	1	2	3	4	5	9	3 Nov – 25 Nov: Twenty-ninth Congregation	
	10	6	7	8	9	10	11	12	10		
	11	13	14	15	16	17	18	19	11		
	12	20	21	22	23	24	25	26	12		
Dec	13	27	28	29	30	1	2	3	13	2 Dec: Sem. 1 teaching ends	
	14	4	5	6	7	8	9	10		4 - 6 Dec: Revision Days for Sem. 1	
	15	11	12	13	14	15	16	17	Exam.	7 - 22 Dec: Examination Period for Sem. 1	
	16	18	19	20	21	22	23	24		22 Dec: Winter Solstice (all evening classes/exams suspended)	
	17	25	26	27	28	29	30	31	Evans and	24 Dec: Christmas Eve (all evening classes/exams suspended)	25 - 26 Dec: Christmas Day and the first weekday after Christmas Day
Jan 2024	18	1	2	3	4	5	6	7	Exam. result processing		1 Jan: The first day of January
	19	8	9	10	11	12	13	14			
	20	15	16	17	18	19	20	21	1	15 Jan: Sem. 2 teaching commences	
	21	22	23	24	25	26	27	28	2	15 - 27 Jan: Add/Drop Period for Sem. 2	
Feb	22	29	30	31	1	2	3	4	3		
	23	5	6	7	8	9	10	11	4	9 Feb: Lunar New Year's Eve (all evening classes/exams suspended)	10 - 13 Feb: Lunar New Year Holidays
	24	12	13	14	15	16	17	18	Lunar New Year Break	10 - 18 Feb: Lunar New Year Break (all day-time and evening classes suspended)	
	25	19	20	21	22	23	24	25	5		
Mar	26	26	27	28	29	1	2	3	6		
	27	4	5	6	7	8	9	10	7		
	28	11	12	13	14	15	16	17	8		
	29	18	19	20	21	22	23	24	9		
	30	25	26	27	28	29	30	31	10		29 Mar - 1 Apr: Easter Holidays
Apr	31	1	2	3	4	5	6	7	11		4 Apr: Ching Ming Festival
	32	8	9	10	11	12	13	14	12		
	33	15	16	17	18	19	20	21	13	20 Apr: Sem. 2 teaching ends	
	34	22	23	24	25	26	27	28		22 - 24 Apr: Revision Days for Sem. 2	
May	35	29	30	1	2	3	4	5	Exam.	25 Apr - 11 May: Examination Period for Sem. 2	1 May: Labour Day
	36	6	7	8	9	10	11	12			•//
	37	13	14	15	16	17	18	19	Evam receilt		15 May: The Birthday of the Buddha
	38	20	21	22	23	24	25	26	Exam. result processing		,, ,
Jun	39	20 27	28	29	30	31	1	20	1	27 May: Summer Term teaching commences	
	40	3	4	5	6	7	8	9	2	27 May - 1 Jun: Add/Drop Period for Summer Term	
	41	10		12	13	14	15	16	3		10 Jun: Tuen Ng Festival
			11								To sun. Tuen ing restival
	42	17	18	19	20	21	22	23	4		1 July The HVCAR Establishment Day
17	43	24	25	26	27	28	29	30	5		1 Jul: The HKSAR Establishment Day
Jul	44	1	2	3	4	5	6	7	6		
	45	8	9	10	11	12	13	14	7	13 Jul: Summer Term teaching ends	
	46	15	16	17	18	19	20	21	Exam.	15 - 20 Jul: Examination Period for Summer Term	
	47	22	23	24	25	26	27	28	Exam. result		
Aug	48	29	30	31	1	2	3	4	processing		
	49	5	6	7	8	9	10	11			
	50	12	13	14	15	16	17	18			
	51	19	20	21	22	23	24	25			
	52	26	27	28	29	30	31	1		1 Sept: Academic Year 2023/24 ends	
										or on accordment.	

General Holidays (tentative for 2024)

Important dates on assessment:

PART I: GENERAL INFORMATION

1. PROGRAMME OVERVIEW

The Master of Science in Marketing Management aimed primarily at those who have professional or technical qualifications, but need to broaden their knowledge and skills in the area of marketing management. It covers a range of specialist marketing issues in such areas as on-line consumer market analysis, managerial issues in marketing, analytic methods for market research and global marketing strategy.

2. PROGRAMME AIMS AND CHARACTERISTICS

This programme enables non-marketing graduates to connect theory with practice in the field of marketing. It covers a range of specialist marketing issues in areas such as online consumer market analysis, managerial issues in marketing, analytical methods for market research and global marketing strategy.

Characteristics

- (i) Equips students with sound knowledge and skills in marketing and related areas
- (ii) Offers a comprehensive range of marketing electives
- (iii) Covers applied marketing and leading-edge marketing practices and issues
- (iv) Focuses on finding marketing opportunities and solving marketing problems in Hong Kong and mainland China
- (v) Empowers students to achieve career potential via professional coaching and career services

3. PROGRAMME OUTCOMES AND LEARNING OBJECTIVES

(i) Solve business problems

Learning Objective:

Understand the principles and practices of management, marketing, and ethics, and develop entrepreneurship to apply theories to solve business issues that are increasingly affected by technologies.

(ii) Analysis of consumer value

Learning Objective:

Analyze the process of creating and improving customer values for a better marketing planning.

(iii) Analysis of consumer behaviour

Learning Objective:

Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice.

(iv) Additional expertise in selected aspects of marketing management

Learning Objective:

Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing.

4. ENTRANCE REQUIREMENTS

The minimum entrance requirements for this award are:

- (i) a Bachelor's degree; or
- (ii) equivalent academic/professional qualifications

There is no restriction on students' previous background – business, engineering, social sciences, natural sciences, humanities, law and others are all acceptable.

Priority will be given to those with relevant work experience.

If you are not a native speaker of English and your Bachelor's Degree or equivalent qualification was awarded by an institution at which the medium of instruction is not English, you are expected to fulfill the University's minimum English language requirement for admission. Please refer to the "Admissions Requirements" section of Study@PolyU for details.

5. PROGRAMME STRUCTURE

5.1 Programme Information

Programme Code and Title: 23090 Master of Science in Marketing Management

Award:

Master of Science in Marketing Management

Medium of Instruction:

English

5.2 Credit Requirements

Students are required to obtain the credit requirements specified below for the relevant award:

Award	No. of Credits	No. of Required Subjects	
MSc –	31	4 Compulsory Subjects	&
Non-dissertation Option		1 Ethics Subject 6 Elective Subjects	&
MSc -	31	4 Compulsory Subjects	&
Dissertation		1 Ethics Subject	&
Option		2 Elective Subjects	&
		the subject "Research Methods" Dissertation (9 credits)	&
PgD	21	4 Compulsory Subjects 3 Elective Subjects	&

This programme is leading to the Master of Science in Marketing Management award. Students admitted to the MSc programme may apply for early exit with a Postgraduate Diploma (PgD), subject to meeting the specified credit requirements.

Students who subsequently decide to graduate with a PgD must apply to the Department of Management and Marketing by submitting an application for graduation **Form AR84c**.

5.3 Mode and Duration of Study

This is a mixed-mode programme with lectures and seminars scheduled for weekday evenings. The academic year is organized into two semesters of 13 weeks with three contact hours normally per subject per week.

Actual number of class meetings may vary in light of certain conditions in the offering semester, such as the arrangement of public holidays; or other pedagogical needs of subject teachers.

The duration of the programme is as follows:

Part-time study load

	MSc	PgD
Normal Duration	2.5 years	2 years

Full-time study load

	MSc	PgD
Normal Duration	1.5 years	1 year

Students who are admitted in or after 2020-21 will be deregistered from the programme if they exceed the normal duration for completion of their programme unless prior approval has been obtained from relevant authorities. Students should apply for extension of study duration by using **Form AR9** via <u>eStudent</u> before the commencement of the semester examination period of the programme concerned.

5.4 Subject Offerings

No	on-dissertation Option		Dissertation Option				
	Compulsor						
	(4 subjects – 12 credits)						
	, ,						
	MM5112 Organizat	ion and Mana	gement				
	MM576 Marketing	g Managemen	t				
	MM5803 Introducti	on to Custom	er Value				
	MM587 Consumer	r Behaviour					
	Elective Subjects		Elective Subjects				
(any	y 6 subjects – 18 credits)	(ar	ny 2 subjects – 6 credits)				
NO 6501	D 136.4.1	1.0.45202	D :: M1: C I 1 1:				
MM501	Research Methods	MM5203	Decision Making for Leadership				
MM5203	Decision Making for Leadership	MM539	International Management				
MM539	International Management	MM5425	Business Analytics				
MM5425	Business Analytics	MM544	E-Commerce				
MM544	E-Commerce	MM5451	Technology Innovation and				
MM5451	Technology Innovation and		Management				
	Management	MM5712	Marketing Management in				
MM5712	Marketing Management in		China				
	China	MM573	Marketing Strategy				
MM573	Marketing Strategy	MM578	Services Marketing				
MM578	Services Marketing	MM5791	Global Marketing in Cross-				
MM5791	Global Marketing in Cross-		Cultural Perspectives				
	Cultural Perspectives	MM582	Business to Business Marketing				
MM582	Business to Business Marketing	MM5831	Social Media Marketing				
MM5831	Social Media Marketing	MM584	Sales Management				
MM584	Sales Management	MM5851	Marketing Innovation and				
MM5851	Marketing Innovation and		Industry Leadership				
	Industry Leadership	MM588	Brand Management				
MM588	Brand Management	MM589	Promotion and Advertising				
MM589	Promotion and Advertising	MM5995	MM MSc Career Workshop (0				
MM5971	Practice of Marketing	1.11.10,50	credit)				
IVIIVISTA	Management]	Dissertation Subjects				
MM5995	MM MSc Career Workshop (0		(total 12 credits)				
1011013793	1 \		(total 12 clouits)				
	credit)	MM501	Research Methods				
		1,11,12,01	(3 credits)				
		MM597	Marketing Management				
		141141571	Dissertation (9 credits)				
			2.250 and (5 ordins)				
	Ethics Subje	ect (1 credit)					
	MM5021	Business Ethi	ics				
	230000000000000000000000000000000000000						

Subject to university's minimum enrolment requirement, not all subjects will be offered each year. And, registration is subject to the availability of quota.

Students at MSc level are allowed to choose <u>at most 1 elective</u>, equivalent to 3 credits, from the Common Pool to fulfill the elective requirements of the programme. Please visit the website https://www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives/ for subject lists and subject syllabuses. Students should strictly comply with the prescriptions of the programme curriculum when performing subject registration. Those who fail to meet the programme requirements will NOT be allowed to graduate. Credit transfer/exemption will not be granted for subjects chosen from the Common Pool, unless the elective subject concerned falls within the programme curriculum.

5.5 Recommended Progression Pattern

The programme offers a structured progression pattern¹, and students are highly encouraged to follow the pattern to benefit from a cohort-based study. However, being credit-based, the programme allows you the flexibility to proceed at your own pace according to your time commitment and learning needs.

Non-dissertation Option

- Part-time study load

	Year One	Year Two	Year Three
Semester One	2 Compulsory Subjects	2 Elective Subjects	2 Elective Subjects
Semester Two	2 Compulsory Subjects 1 Ethics Subject	2 Elective Subjects	
Summer Term ²			

- Full-time study load

	Year One	Year Two
Semester One	2 Compulsory Subjects 2 Elective Subjects	3 Elective Subjects
Semester Two	2 Compulsory Subjects 1 Ethics Subject 1 Elective Subject	
Summer Term ²		

Dissertation Option

- Part-time study load

	Year One	Year Two	Year Three
Semester One	2 Compulsory Subjects	1 Elective Subject Research Methods	MM Dissertation
Semester Two	2 Compulsory Subjects 1 Ethics Subject	1 Elective Subject MM Dissertation	
Summer Term ²			

¹ Patterned subjects on offer are subject to change without prior notice. Students can enquire the class timetable of the semester concerned via http://www.polyu.edu.hk/student upon release of the relevant class timetable.

² Summer Term is optional.

- Full-time study load

	Year One	Year Two
Semester One	2 Compulsory Subjects Research Methods	2 Elective Subjects MM Dissertation
Semester Two	2 Compulsory Subjects 1 Ethics Subject MM Dissertation	
Summer Term ²		

5.6 Programme Curriculum Pattern

The institutional learning outcomes are as follows:

- (i) **Professional competence of specialists/leaders of a discipline/profession -** Graduates of PolyU TPg programmes will possess in depth-knowledge and skills in their area of study and be able to apply their knowledge and contribute to professional leadership.
- (ii) **Strategic thinking -** Graduates of PolyU TPg programmes will be able to think holistically and analytically in dealing with complex problems and situations pertinent to their professional practice. They will be versatile problem solvers with good mastery of critical and creative thinking skills, who can generate practical and innovative solutions.
- (iii) **Lifelong learning capability -** Graduates of PolyU TPg programmes will have an enhanced capability for continual professional development through inquiry and reflection on professional practice.

The above institutional learning outcomes are appropriately addressed by the totality of the programme learning outcomes of the programme, as set out below:

]	Programme Learning Outcomes and Learning Objectives	Addressed by Subjects
1.	Solve business problems Learning Objective: Understand the principles and practices of management, marketing, and ethics, and develop entrepreneurship to apply theories to solve business issues that are increasingly affected by technologies.	Compulsory Subjects MM5021 Business Ethics MM5112 Organization and Management MM576 Marketing Management Reinforced by Elective Subject MM501 Research Methods MM5425 Business Analytics MM544 E-Commerce MM5451 Technology Innovation and Management MM5791 Global Marketing in Cross-Cultural Perspectives MM5831 Social Media Marketing MM5851 Marketing Innovation and Industry Leadership
2.	Analysis of consumer value Learning Objective: Analyze the process of creating and improving customer values for a better marketing planning.	Compulsory Subject MM5803 Introduction to Customer Value
3.	Analysis of consumer behaviour Learning Objective: Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice.	Compulsory Subject MM587 Consumer Behaviour Reinforced by Elective Subject MM5203 Decision Making for Leadership
4.	Additional expertise in selected aspects of marketing management Learning Objective: Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing.	Reinforced by Elective Subject MM539 International Management MM5425 Business Analytics MM544 E-Commerce MM5451 Technology Innovation and Management MM5712 Marketing Management in China MM573 Marketing Strategy MM578 Services Marketing MM582 Business to Business Marketing MM581 Social Media Marketing MM584 Sales Management MM588 Brand Management MM589 Promotion and Advertising MM597 Marketing Management Dissertation MM5971 Practice of Marketing Management MM5995 MM MSc Career Workshop

6. PROGRAMME MANAGEMENT AND OPERATION

A Programme Committee is formed to exercise the overall academic and operational responsibility for the Programme and its development within policies, procedures and regulations defined by the University. Its composition comprises academics and student representatives.

The Programme Director and/or Deputy Programme Director and/or Programme Manager are responsible for the day-to-day management and operation of the programme, student admissions, teaching and learning matters, quality assurance (QA) and programme development. Their prime role is to ensure the programme is delivered according to the established QA mechanism.

7. COMMUNICATIONS WITH STUDENTS

While we work to communicate clearly and in a timely manner with students according to University regulations and procedures, it is the responsibility of students to help maintain the effectiveness of the communication process. Students should ensure that their up-to-date personal and correspondence details are provided to the University and the relevant departments; and check relevant correspondence channels regularly to obtain the latest information regarding their studies and the status of any related applications (e.g. late assessment, appeal of subject results, add/drop of subjects, deferment, etc) lodged. Failure in doing so will not constitute any grounds for appeals/complaints against consequences/decisions of the relevant matters and applications.

8. SUBJECT REGISTRATION

8.1 Add/Drop of Subjects

In addition to programme registration, students need to register for subjects at specified period prior to the commencement of the semester.

If you wish to change the subjects enrolled, you may do so through the online add/drop system during the 2-week add/drop period (one week for summer term). You are advised not to make any changes to the subjects pre-assigned to you by the Department without consulting your Department/Academic Advisor. In case you wish to drop all subjects for a semester, you must first seek approval from your Department for zero subject enrolment. Otherwise, you may be considered as having decided to withdraw from study on the programme concerned. Dropping of subjects after the add/drop period is not allowed. If you have a genuine need to do so, it will be handled as withdrawal of subject.

If you have taken more credits, you will receive a second debit note on the remaining tuition fee about 5 weeks after the commencement of the semester. If you have taken less credits, a refund will be made.

8.2 Withdrawal of Subjects

If you have a genuine need to withdraw a subject after the add/drop period, you should submit a written request for withdrawal of subject to your programme offering department. Such requests will be considered by both the Programme Director and subject teacher concerned if there are strong justifications and when the tuition fee of the subject concerned has been settled. Deadline for requests for subject withdrawal will be specified by the teaching department and in any case, it will not be entertained after the commencement of the examination period.

For approved cases, the tuition fees paid for the withdrawn subject will not be refunded. The withdrawn subjects will be shown under the "Assessment Result" of eStudent and in the

transcript of studies.

9. SUBJECT EXEMPTION AND CREDIT TRANSFER

Irrespective of the extent of previous study or credits recognized, all students studying in PolyU should complete at least one third of the normal credit requirement in order to be eligible for a PolyU award.

If you consider your previous study relevant to your current programme, you may apply for subject exemption by using **Form AR41e** or credit transfer by using **Form AR41e** via eStudent.

9.1 Subject Exemption

You may be granted exemption from taking certain subjects if you have successfully completed similar subjects in another programme. The credits associated with the exempted subject will not be counted for satisfying the credit requirements of your programme. You should consult your Department and take another subject in its place.

9.2 Credit Transfer

You should submit an application for credit transfer upon your initial enrolment on the programme or before the end of the add/drop period of the first semester of your first year of study. Late applications may not be considered. For students whose tuition fees are charged by credits, a credit transfer fee of HK\$145 per credit will be charged.

The validity period of subject credits earned is eight years from the year of attainment, i.e. the year in which the subject is completed, unless otherwise specified by the Department responsible for the content of the subject (e.g. the credit was earned in 2018-19, then the validity period should count from 2019 for eight years). Credits earned from previous studies should remain valid at the time when the student applies for transfer of credits.

Subject to the terms and conditions stipulated in the Notice of Offer, there is a limit on the maximum number of credits that could be transferred. If the credits attained from previous study are from PolyU, the total credits transferred should not exceed 67% of the required credits for the award. If the credits gained are from other institutions, the total credits transferred should not exceed 50%. In cases where both types of credits are transferred, not more than 50% of the required number of credits for the academic award may be transferred. Grades may or may not be given for the transferred credits.

All credits transferred will be counted for satisfying the award requirements. Transferred credits are normally not counted for meeting the requirements of more than one degree.

For credit transfer of retaken subjects with grade being carried over, the grade attained in the last attempt should be taken. Students applying for credit transfer for a subject taken in other institutions are required to declare that the subject grade used for claiming credit transfer was attained in the last attempt of the subject in their previous studies. If a student fails in the last attempt of a retaken subject, no credit transfer should be granted, despite the fact that the student may have attained a pass grade for the subject in the earlier attempts.

Students will not be granted credit transfer for a subject which they have attempted and failed in their current study unless the subject was taken by the student as an exchange-out student in his/her current programme.

10. RETAKING OF FAILED SUBJECTS

Students may only retake a subject which they have failed (i.e. Grade F or S or U). After the announcement of subject results in a semester, you should check whether you have failed any subject via eStudent and arrange for retaking of the subject during subject registration.

The number of retake of each subject is restricted to a maximum of two. The second retake of a failed subject requires the approval of the Faculty / School Board. Students who have failed a compulsory subject after two retakes will be deregistered. Departments may impose more stringent regulations on the retaking of particular types of subjects, e.g. practicum and clinical placement, and should inform students of such cases, if any.

Students can retake a failed subject the first time via <u>eStudent</u> directly during the subject registration period and add/drop period. For a second retake of a failed subject, students should complete **Form AR160** instead and return it to the programme offering departments to seek approval.

When you retake a failed subject, only the grade obtained in the final attempt of the retake will be included in the calculation of Grade Point Average (GPA) and GPA for award classification. Although the original grade will not be included in the calculation of GPAs, it will be shown in the Transcript of Studies. You should refer to this Document to ascertain the requirements, in particular for subjects offered in consecutive semesters, for retaking failed subjects, or seek advice from the Department concerned.

Students paying credit fee will be charged for the subjects retaken.

11. ZERO SUBJECT ENROLMENT

If you do not wish to take any subject in a semester, you must seek approval from your Department to retain your study place by submitting **Form AR112** via <u>eStudent</u> before the start of the semester and in any case not later than the end of the add/drop period. Otherwise, your student status with the University will be withdrawn. The semesters during which you are allowed to take zero subject will be counted towards the total period of registration (or maximum period of registration for students admitted in or before 2019/20) for the programme concerned.

You will receive result notification from the Department normally within 2 weeks. Students who have been approved for zero subject enrolment are allowed to continue using campus facilities including library facilities. A fee of HK\$2,105 per semester for retention of study place will be charged.

12. DEFERMENT OF STUDY

You may apply for deferment of study if you have a genuine need to do so, such as prolonged illness or being posted to work outside Hong Kong. Applications from students who have not yet completed the first year of a full-time programme will be considered only under exceptional circumstances. The deferment period will not be counted towards the total period of registration (or maximum period of registration for students admitted in or before 2019/20).

You are required to submit an application for deferment of study by using **Form AR7** via <u>eStudent</u> to the programme offering department. You will be informed of the result of your application in writing or via e-mail by the Department normally within three weeks from the date of application.

It is necessary for you to settle all the outstanding tuition fee and/or other fees in order to have your application for deferment processed if the application is submitted after the start of a

semester. All fees paid are non-refundable and non-transferable. Students approved for deferment of study will normally not be eligible to access the campus facilities/services. Students can check for further details from the relevant service providing units. Alternatively, you may apply for zero subject enrolment to reserve your study place.

Students who have been approved for deferment of study can retain their student identity card for use upon their resumption of study. You will be advised to settle the tuition fee and complete the subject registration procedures upon expiry of the deferment period. If you do not receive such notification one week before the commencement of the Semester, you should enquire at the Academic Registry.

13. WITHDRAWAL OF STUDY

13.1 Official Withdrawal

If you wish to discontinue your study at the University before completing your programme, it is necessary for you to complete the withdrawal procedure by using **Form AR6** via <u>eStudent</u>. Fees paid for the semester which you are studying will not be refunded.

Application for withdrawal of study for the current semester must be submitted before the commencement of the examination period. Application submitted after the commencement of the examination period will not be processed. Application for withdrawal of study for the following academic year/semester should be submitted before the commencement of that academic year/semester.

Your application will not be processed if you have not cleared outstanding matters with the various departments/offices concerned, such as settling outstanding fees/fines and Library loans and clearing your locker provided by the Student Affairs Office.

The relevant Department will inform you in writing or via e-mail of the result of your application, normally within three weeks after you have cleared all the outstanding items as mentioned above.

Upon confirmation of your official withdrawal, you will be eligible for the refund of the caution money paid if you have no outstanding debts to the University.

All fees are non-refundable and non-transferable. However, current students who apply for withdrawal of study before the commencement of the relevant semester will be eligible for refund of the tuition fee paid for that semester.

If you discontinue your study at the University without completing proper withdrawal procedures, you will be regarded as having unofficially withdrawn and the caution money paid at first registration will be confiscated.

13.2 <u>Discontinuation of Study</u>

If you discontinue your study without following the proper procedures for official withdrawal, you will be regarded as having given up your study at the University. In this case, you will not be eligible for the refund of caution money and shall not be considered for re-admission to the same scheme/programme/stream (sub-code) in the following academic year.

13.3 De-registration

Students who have been de-registered on grounds of academic failure shall not be considered for re-admission to the same scheme/programme/stream (sub-code) in the

following academic year.

14. ASSESSMENT METHODS

Students' performance in a subject can be assessed by continuous assessments and/or examinations, at the discretion of the individual subject offering Department. Where both continuous assessment and examinations are used, the weighting of each in the overall subject grade shall be clearly stated in this document. Learning outcome should be assessed by continuous assessment and/or examination appropriately, in line with the outcome-based approach.

Continuous assessment may include tests, assignments, projects, laboratory work, field exercises, presentations and other forms of classroom participation. Continuous Assessment assignments which involve group work should nevertheless include some individual components therein. The contribution made by each student in continuous assessment involving a group effort shall be determined and assessed separately, and this can result in different grades being awarded to students in the same group.

15. PASSING A SUBJECT

In order to pass in a subject offered by the School/Departments in the Faculty of Business (i.e. subjects with prefix of AF/LGT/MM/FB), all students have to obtain Grade D or above in the overall subject grade.

16. ASSESSMENT OF DISSERTATION

16.1 General Regulations

Marketing Management Dissertation is equivalent to 9 credits; and students must satisfy the appropriate pre-requisites before they can enrol in the dissertation. The normal period for completion is 2 semesters and the maximum period is 4 semesters from the date of registration. Break of study is normally not permitted once a student registers for dissertation and students are expected to pursue their dissertation in consecutive semesters.

Students who are unable to complete their dissertation in two semesters may apply for extension up to a maximum of two additional semesters (making a total of 4 semesters), subject to satisfactory reports on progress from the Dissertation Supervisor. Such extensions will require the approval of the Programme Director and will only be approved under exceptional circumstances.

When permission is granted to extend the dissertation registration, the student will be required to pay a 3-credit course fee for each additional semester.

16.2 Procedures for Preparing the Dissertation

Students interested in doing the dissertation should approach potential supervisors who may be interested in supervising their projects. Each student will choose his Dissertation Supervisor from the academic staff teaching the programme, on the basis of mutual agreement.

After getting matched with a Dissertation Supervisor, students should prepare a dissertation proposal together with a Dissertation Registration Form for approval by the Programme Director no later than the last teaching day of the semester in which the student first registers for dissertation.

Once a dissertation proposal is approved, the student shall proceed at once to carry out the work. The maximum number of dissertation proposals which a student may submit is two. Students should be aware that approval to commence a dissertation is by no means automatic.

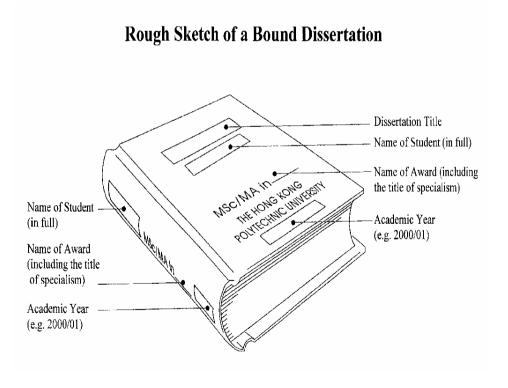
Under normal circumstances, with the agreement of the supervisor, students may prepare for assessment after satisfactory progress. THREE unbound copies of the dissertation together with a Dissertation Submission Form to the supervisor and one copy shall be kept by the student one month prior to the end of the normal period.

16.3 Assessment of Dissertation

The dissertation will be assessed by an Assessment Panel consisting of Dissertation Supervisor and two other faculty members (a second assessor and a moderator) nominated by the Programme Director.

The Dissertation Supervisor shall make arrangements on a mutually convenient time and place for an oral examination with presence of assessors after submission of the unbound copies of the dissertation.

Students are required to submit ONE bound copy of the dissertation to their Programme Director via their Dissertation Supervisor within one month after the completion of the dissertation (i.e. the announcement of the assessment grade).



17. GRADING

Assessment grades shall be awarded on a criterion-reference basis. A student's overall performance in a subject shall be grades as follows:

Grade	Description	Grade Point
A+		4.3
A	Excellent	4.0
A-		3.7
B+		3.3
В	Good	3.0
B-		2.7
C+		2.3
С	Satisfactory	2.0
C-		1.7
D+	Dage	1.3
D	Pass	1.0
F	Failure	0

'F' is a subject failure grade, whilst all others ('D' to 'A+') are subject passing grades. No credit will be earned if a subject is failed.

At the end of each semester/term, a Grade Point Average (GPA) will be computed as follows, and based on the numeral grade point of all the subjects:

$$GPA = \frac{\sum_{n} \text{Subject Grade Point} \times \text{Subject Credit Value}}{\sum_{n} \text{Subject Credit Value}}$$

where n = number of all subjects (inclusive of failed subjects) taken by the student up to and including the latest semester/term. For subjects which have been retaken, only the grade point obtained in the final attempt will be included in the GPA calculation.

In addition, the following subjects will be excluded from the GPA calculation:

- (i) Exempted subjects
- (ii) Ungraded subjects
- (iii) Incomplete subjects
- (iv) Subjects for which credit transfer has been approved without any grade assigned
- (v) Subjects from which a student has been allowed to withdraw

Subject which has been given an "S" code, i.e. absent from examination, will be included in the GPA calculation and will be counted as "zero" grade point. GPA is thus the unweighted cumulative average calculated for a student, for all relevant subjects taken from the start of the programme to a particular point of time. GPA is an indicator of overall performance.

Any subject passed after the graduation requirement has been met or subjects taken on top of the prescribed credit requirements for award shall not be taken into account in the grade point calculation for award classification.

18. PROGRESSION AND DE-REGISTRATION

A student will normally have "progressing" status unless he/she falls within any one of the following categories which shall be regarded as grounds for de-registration from the programme:

- (i) The student has exceeded the maximum period of registration for that programme, as specified in the Programme Requirement Document (applicable to students admitted in or before 2019/20);
- (ii) The student has reached the final year of the normal period of registration for that programme, as specified in the Programme Requirement Document, unless approval has been given for extension (applicable to students admitted in or after 2020/21);
- (iii) The student has reached the maximum number of retakes allowed for a failed compulsory subject;
- (iv) The student's GPA is lower than 1.70 for two consecutive semesters <u>and</u> his/her Semester GPA in the second semester is below 1.70; or
- (v) The student's GPA is lower than 1.70 for three consecutive semesters.

When a student falls within any of the categories as stipulated above, except for category (ii) with approval for extension, the Board of Examiners shall de-register the student from the programme without exception.

Notwithstanding the above, the Board of Examiners will have the discretion to de-register students with extremely poor academic performance before the time specified in (iv) and (v) above.

The progression of students to the following academic year will not be affected by the GPA obtained in an optional Summer Term and that the Summer Term study does not constitute a substantial requirement for graduation.

19. ACADEMIC PROBATION

The academic probation system is implemented to give prior warning to students who need to make improvement in order to fulfill the GPA requirement of the University. If your GPA is below 1.70, you will be put on academic probation in the following semester. If you are able to obtain a GPA of 1.70 or above by the end of the probation semester, the status of "academic probation" will be lifted. The status of "academic probation" will be reflected under the "Assessment Results" of eStudent. However, this status will not be displayed in the Transcript of Studies.

To improve the academic performance of students on academic probation, students on academic probation are required to seek academic advice on study load and subjects to be taken. These students will normally be required to take a study load of not more than 15 credits. Students should, within one week of assessment results announcement, complete the Form 'Study Load for Students on Academic Probation' (Form AR150) indicating the proposed study plan and meet with the Academic Advisor(s) to finalize the subjects and number of credits to be taken in the semester following academic probation.

20. ELIGIBILITY FOR AWARD

A student would be eligible for the award of Master of Science in Marketing Management or Postgraduate Diploma in Marketing Management on satisfying ALL the conditions listed below:

(i) accumulation of the requisite number of credits for the award, as defined in the Programme

Requirement Document.

- (ii) satisfying all the "compulsory" and "elective" requirements as defined in the Programme Requirement Document and as specified by the University; and
- (iii) having a GPA of 1.70 or above at the end of the programme.

A student is required to graduate as soon as he/she satisfies all the above conditions for award. Upon confirmation of the eligibility to graduate or leaving the University, registration for subjects (including the follow-on term of consecutive subjects) in the following semester/Summer Term will be nullified and removed.

21. AWARD CLASSIFICATIONS

The following award classifications apply to your programme:

Award Classification	Award GPA Range
Distinction	3.60 – 4.30
Credit	3.00 – 3.59
Pass	1.70 – 2.99

22. LATE ASSESSMENT

If you have been absent from an examination or are unable to complete all assessment components of a subject because of illness, injury or other unforeseeable reasons, you may apply for a late assessment. Application in writing should be made to the Head of Department offering the subject within five working days from the date of the examination together with any supporting documents such as a medical certificate. Approval of applications for late assessment and the means for such late assessments shall be given by the Head of Department offering the subject or the Subject Teacher concerned, in consultation with the Programme Director.

In case you are permitted to take a late assessment, that examination or other forms of assessment will be regarded as a first assessment and the actual grade attained will be awarded.

23. PROCEDURES FOR APPEAL

23.1 Appeals against Decisions on Subject Results

Students appealing against the decision on their subject results shall pay a fee of HK\$125 per examination paper. Payment forms are obtainable from the Academic Registry Service Centre. Softcopies of the payment form can also be sent to students via email by their programme offering departments or the Academic Registry upon request. If more than one examination paper is involved, an extra fee of HK\$125 shall be charged for each additional paper. The fee shall be refunded if the appeal is successful / upheld.

A student should make his / her appeal in writing to his / her Head of Department within one calendar week upon the public announcement of his / her overall results, i.e. the date when the results are announced to students via the web. The Head of Department shall deal with the appeal if the student is studying in a department-based programme / scheme. If the student is studying in other types of programmes / schemes, the Head of Department shall refer the appeal to the Scheme Committee Chairman for Postgraduate Schemes.

The appeal should be accompanied by a copy of the fee receipt, for inspection by the Department concerned. The student should give a complete account of the grounds for the appeal in the letter, and provide any supporting evidence.

Departments should inform the student concerned of the appeal result within one calendar week after either the announcement of the student's overall result or receipt of the letter of appeal, whichever is later.

If the appellant is dissatisfied with the decision, he / she may then appeal in writing to the Registrar within one calendar week from the date of the Department's reply. He / She should provide the following information together with other relevant documents in support of the appeal:

- name in English and Chinese;
- student number;
- programme title, year and class of study;
- subject results appealing against; and
- grounds for appeal.

The Registrar shall then refer the case to the Academic Appeals Committee (AAC), which shall determine whether there are prima facie grounds for a reconsideration of the decision of the Subject Teacher / SARP concerned.

The decisions of the Academic Appeals Committee (AAC) shall be final within the University.

23.2 Appeals against Decisions on De-registration

Students appealing against the decisions on de-registration shall pay a fee of HK\$125. Payment forms are obtainable from the Academic Registry Service Centre. Softcopies of the payment form can also be sent to students via email by their programme offering departments or the Academic Registry upon request. The fee shall be refunded if the appeal is successful / upheld.

Students should complete and submit **Form AR149** "Appeal against the Decision of BoE on De-registration" to the General Office of the Department hosting the programme / award (or to the Faculty/ School Office if the programme / award is hosted by the Faculty/ School, or for students on Broad Discipline programme) within one calendar week upon the public announcement of the overall results, i.e. the date when the results are announced to students via the web. When submitting the form, the appellant has the responsibility to make known to the Academic Appeals Committee (AAC) full details and evidence that would support his / her appeal.

The appeal by the students will be considered by the Academic Appeals Committee, which will deliberate the appeal cases making reference to the recommendations of the programme-hosting Department / Faculty and the Faculty Dean / School Board Chairman.

The decisions of the Academic Appeals Committee shall be final within the University.

23.3 Appeals against Decisions on Award Classification

Students appealing against the decisions on award classification shall pay a fee of HK\$125. Payment forms are obtainable from the Academic Registry Service Centre. Softcopies of the payment form can also be sent to students via email by their programme offering departments or the Academic Registry upon request. The fee shall be refunded if the appeal is successful /

upheld.

A student should make his / her appeal in writing to his / her Head of Department within one calendar week upon the public announcement of the overall results, i.e. the date when the results are announced to students via the web. He / She should provide the following information together with relevant documentation, if any, in support of the appeal:

- (i) name in English and Chinese;
- (ii) student number;
- (iii) programme title, year and class of study; and
- (iv) grounds for appeal.

The Head of Department shall then refer the case to the Chairman of Academic Appeals Committee, who shall determine whether there are *prima facie* grounds for a reconsideration of the decision of BoE's and / or other authorized parties of the University.

The decisions of the Academic Appeals Committee shall be final within the University.

24. DISMISSAL OF CLASS

If the subject teacher does not show up after 30 minutes of the scheduled start time, the class is considered cancelled and appropriate follow up arrangements (e.g. rescheduled class, make-up class, etc) will be announced to students in due course.

25. PLAGIARISM AND BIBLIOGRAPHIC REFERENCING

The University views plagiarism and copying of copyright materials, without the licence of the copyright owner, as a serious disciplinary offence. Students should comply with the University's policy on plagiarism in continuous assessment, bibliographic referencing and photocopying of copyright materials.

Plagiarism

- (i) Plagiarism refers to the act of using the creative works of others (e.g. ideas, words, images or sound, etc) in one's own work without proper acknowledge of the sources.
- (ii) Students are required to submit their original work and avoid any possible suggestion of plagiarism in the work they submit for grading or credit.
- (iii) The University/Faculty views plagiarism, whether committed intentionally or because of ignorance or negligence, as a serious disciplinary offence. Excuses such as "not knowing what is required" or "not knowing how to do it" will not be accepted.
- (iv) Depending on the seriousness of the plagiarism cases, student may be referred to the Student Discipline Committee for investigation and decision. If a student is found guilty of the alleged offence, penalties considered appropriate by the Committee may be imposed. These may include:
 - suspension of studies for a specified period of time;
 - expulsion for a specified period or indefinitely; and
 - any other penalties as considered appropriate

26. PREVENTION OF BRIBERY ORDINANCE

PolyU staff members may in no circumstances solicit or accept an advantage. For relevant details, please refer to the Prevention of Bribery Ordinance (Chapter 201) of the Laws of Hong Kong at http://www.legislation.gov.hk.

27. COPYRIGHT AND USAGE OF ONLINE LEARNING MATERIALS

The learning and teaching platforms of the University are for the use of PolyU students to facilitate their learning. The student shall use the platforms and the materials available (including teaching sessions conducted by staff of PolyU) for their personal study only. Where a student needs to download or save the materials available on the platforms for the permitted purposes, the student shall take all necessary measures to prevent their access by other parties. The materials are copyright protected. Save for the permitted purposes, no copying, distribution, transmission or publication of the materials in whole or in part in any form is permitted.

This Programme Requirement Document is subject to review and changes, which the programme offering Faculty/Department/School/College may decide to make from time to time. Students will be informed of the changes as and when appropriate.

For details of all the regulations covered in this publication, please refer to the Student Handbook of the relevant year.

MSc in Marketing Management (2023/2024)

PART II: SUBJECT SYLLABUSES

Subject Code Subject Title		Page No.
MM501	Research Methods	21
MM5021	Business Ethics	24
MM5112	Organization and Management	27
MM5203	Decision Making for Leadership	30
MM539	International Management	33
MM5425	Business Analytics	36
MM544	E-Commerce	39
MM5451	Technology Innovation and Management	42
MM5712	Marketing Management in China	45
MM573	Marketing Strategy	48
MM576	Marketing Management	50
MM578	Services Marketing	53
MM5803	Introduction to Customer Value	55
MM582	Business to Business Marketing	58
MM5831	Social Media Marketing	61
MM584	Sales Management	64
MM587	Consumer Behaviour	67
MM588	Brand Management	70
MM589	Promotion and Advertising	73
MM597	Marketing Management Dissertation	77
MM5971	Practice of Marketing Managment	80
MM5995	MM MSc Career Workshop	83

Website of Common Pool Electives

https://www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives/

The subject syllabuses contained in this Programme Requirement Document are subject to review and change from time to time. Department of Management and Marketing reserves the right to revise or withdraw the offer of any subject contained in this document. For teaching and learning, students should refer to the updated subject syllabuses distributed to them by the relevant subject teachers when they take the corresponding subjects.

MSc in Marketing Management (2023/2024)

MM501	
Research Methods	
3	
5	
1-semester	
Research and Consultancy Techniques for CRE (BRE501) and Business Research Methods (MM5011) and Marketing Research (MM586)	
This subject provides students with an opportunity to learn about the use of scientific research as a problem solving tool, and enables them to equip with the adequate knowledge and practical skills that are often required to conduct independent research in business and management fields. Specifically, this subject enables students: 1. To understand the processes of research in the management and operation of the public and private sectors, and the various approaches that are used in that research; 2. To critically review published material and other research and consultancy reports; 3. To equip with the necessary skills required to undertake a substantial supervised research project at a Master's degree level; 4. To experience the process of preparing a properly constructed proposal for a research project.	
 Upon completion of the subject, students will be able to: a. appreciate different research paradigms; b. formulate theoretically grounded research questions; c. exhibit skills essential to the planning and conduct of rigorous research; d. demonstrate familiarity with the concepts of validity and reliability in research; e. design appropriate sampling strategies, as well as collect, analyze and interpret data in diverse research settings; f. demonstrate a systematic understanding of the range of advanced and latest research techniques, be able to critically evaluate these techniques and apply them appropriately; g. appraise the ethical implications of implementing research programmes; h. identify the range of channels for disseminating research and demonstrate the ability to communicate research findings effectively, both orally and in written form, to the business research and practitioner communities. 	
Introduction to Research Overview of management research: basic, applied and action research. Exploratory, descriptive and causal research. Evaluations studies. Basic research paradigms: positivism and the scientific method; phenomenology and qualitative methodologies. The Research Process The research process. The research proposal. Research Problems and Literature Review Identifying and defining a research topic: the literature review. Theoretical Framework and Hypothesis Development The nature of theory: concepts, variables, the theoretical framework, hypotheses; deduction and induction; the nature of causality in the social sciences; dependent and independent variables.	

Measurement

Measurement: types of scales; concepts and their dimensions; variables; Likert and other scales; validity and reliability; use of existing scales.

Data Collection Methods and Sampling

Questionnaire design; ways of administering questionnaires; survey and sampling methods; causes of bias in surveys; causal and correlational studies; experimental designs; internal and external validity; quasi experiments.

Exploratory research: reasons for and methods.

Qualitative research: ethnography; grounded theory; problems of data collection and analysis; analytical versus statistical generalizability.

Case study research: the study questions, propositions, units of analysis, criteria for interpreting the findings; qualitative and quantitative aspects; evaluation as an example of case studies.

Data Analysis and Interpretation

Data analysis and interpretation; basic concepts involved in statistical analysis; data science; outline of the use of some multivariate statistics.

The Research Report

Purposes; audience; characteristics of a well-written report; integral parts of the report.

Research Ethics

The politics of management research; stakeholders; access to information.

The ethics of management research; the PolyU's requirements.

Plagiarism in academic writing and how to avoid it.

Teaching/Learning Methodology

Lectures cover the core principles and concepts of the subject syllabus. Seminars are structured to enhance students' understanding of relevant concepts through various kinds of activities, including presentation and discussion. Occasionally various staff members will visit the class to discuss on-going research projects with which they are involved.

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.	e.	f.	g.	h.
Continuous Assessment*	100%								
1. Individual assignment	20%	✓	✓				✓		
2. Group reports	50%	✓	✓	✓	✓	✓	✓	✓	✓
3. Presentation	10%								✓
4. Peer assessment	10%								✓
5. Class participation	10%						✓		
Total	100 %								

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

	To reflect the significant technology content in this subject, 10% (or more) of the weighting of this subject is based on individual assessment conductechnology-related knowledge.					
	To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.					
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –					
	Individual assignment – Students are required to submit the core principles and concepts of the subject syllabus.	an individual work by addressing				
	Group reports and presentation – Students are required final report, and present their work by applying demonstrating their research skills.					
	Class participation – Feedback is given to stude presentations. All students are invited to join this understandings of the core principles and concepts of the	discussion to demonstrate their				
Student Study	Class contact:					
Effort Expected	Lectures	39 Hrs.				
	Other student study effort:					
	 Preparation for lectures 	39 Hrs.				
	 Preparation for assignment / group project and presentation 	39 Hrs.				
	Total student study effort	117 Hrs.				
Reading List and	Recommended Textbook					
References						
	References					
Bowerman, B. L., Drougas, A. M., Duckworth, W. M., Froelich, A. G., Hunder, K. B., & Schur, P. J. (2019). <i>Business Statistics and Analytics</i> NY: McGraw-Hill.						
	Ghauri, P., Gronhaug, K., & Strange, R. (2020). Research Methods in Business Studies. UK: Cambridge University Press.					
	Schindler, P. S. (2019). Business Research Methods. NY: McGraw-Hill.					
	Yin, R. K. (2018). Case Study Research and Applications: Design and Methods. Thousand Oaks, CA: SAGE.					

August 2022

Subject Code	MM5021
Subject Title	Business Ethics
Credit Value	1
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	Business ethics has its foundations in the students' knowledge of a diverse range of business functions and sectors. Whatever the specific business setting (accountancy, finance, logistics, marketing or management) the examination of corporate interaction with stakeholders and the notions of social responsibility and ethical behaviour are a matter of concern.
Intended Learning Outcomes	 Upon completion of the subject, students will be able to: a. Understand "business ethics" and "corporate social responsibility" from a global perspective b. Identify and resolve ethical dilemmas and responsibility issues in business and management c. Analyse ethical and responsibility issues in individual business and management domains by applying the Babson framework and the stakeholder perspective d. Apply appropriate approaches to handle ethics issues when involving one or more of
	the five technology elements (A – Artificial Intelligence (AI);B – Blockchain; C – Cloud Computing; D – Data Science; E – Entrepreneurship)
Subject Synopsis/ Indicative Syllabus	This subject examines the ethics and responsibilities of business corporation and corporate executive to key stakeholders. It will cover: • Perspectives of business ethics and corporate social responsibility
	•Key aspects of ethical and responsibilities issues in business and management: marketing, HRM, and MIS
	Management of business ethics and corporate social responsibilities
Teaching/Learning Methodology	This course is case based in the sense that we adopt a case teaching approach to use various cases to facilitate learning.
	Lectures: the lecture will link business ethics and CSR concepts and theories with practices by using cases for illustration – objective: to familiar students with the book knowledge and real practices of CSR and to provide them with a solid basis for critical thinking
	Case Analysis: each group of students will be asked to present their critical analysis of cases on ethical and CSR issues on individual areas of business and management
	Individual assignment : students will be asked to select two cases discussed in the classes to prepare their own analyses and reflections.

Assessment Methods in Alignment with Intended Learning	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
Outcomes			a.	b.	c.	d.		
	Continuous Assessment*	100%						
	1. Class exercises	20 %		✓	✓	✓		
	2. Case Study - Group presentation	20 %	✓	✓	√	√		
	3. Case Analysis – individual take-home assignment	60%	√	✓	√	√		
	Total	100 %						
	*Weighting of assessment n subject to each subject lecture		in continuoi	ıs assessme	nt may be	e different,		
	To reflect the significant technology content in this subject, 10% (class exercises) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge. To pass this subject, students are required to obtain Grade D or above in the overall subject grade.							
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –							
	1. Class exercises in the format of knowledge building aim to stimulate students to and consider ethical problems and responsibilities issues associated with different aspects of business and management. On this basis, they can make one step ahead to identify the reasons and think about possible solutions.							
	in-depth analysis of s	Group case study in the classroom enables students to work as a team to do an in-depth analysis of selected cases on business ethics in respective business and management areas to assess their ability to apply book knowledge and their presentation skills						
	3. Individual case analy students' critical think					individual		
Student Study Effort Expected								
Дарески	 Lectures 			12Hrs.				
	Other student study effort:							
	■ Preparation for the class 12Hrs					12Hrs.		
	Preparation for Assignment	ents				15Hrs.		
	Total student study effort 39Hrs.					39Hrs.		

25

Babson College, Introduction to the Babson Framework for Ethical Decision Making

Crane, A. and Matten, D. 2010. *Business Ethics*, 3rd Edition, Oxford University Press. Freeman, R.E., Velamuri, S.R. and Moriarty, B. 2006. *Company Stakeholder*

Reading List and

References

Responsibility: A New Approach to CSR. Business Roundtable Institute for Corporate Ethics.

Friedman, M. 1970. The Social Responsibility of Business is to Increase its Profits. *The New York Times Magazine*, September 12.

Lawrence, A.T. and Weber, J. 2008. Business & Society, 12th Edition, McGraw Hill. Lo, C.W.H., Ralston, D. and Egri, C. 2008. Commitment to Corporate Social and Environmental Responsibility: An Insight into Contrasting Perspectives in China and the US. *Organization and Management Journal*, Vol. 5, No. 2, pp. 83-98.

Weather, W.B. Jr., and Chandler, D. 2006. Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, London: Sage Publications.

August 2022

Subject Code	MM5112
Subject Title	Organization and Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: Managing Organizations and People (MM511 or MM5117 or MM5119)
Objectives	This course aims to introduce students to concepts and practices of the four basic management functions of planning, organizing, leading and controlling. It aims to facilitate students to acquire a good grounding for further studies in more specialized management subjects, and to apply theories to practice in becoming more effective managers.
Intended Learning	Upon completion of the subject, students will be able to:
Outcomes	 a. practice the four basic management functions of planning, organizing, leading and controlling, and managerial ethics; b. apply theories to diagnose and solve entrepreneurial and organisational issues; c. synthesize new ideas from various sources, with a consideration of the implications of technology.
Subject Synopsis/ Indicative Syllabus	Managing Organizations and People: An Overview Definitions of management, organization and organizational behaviour. History of management. The organization environment. International management. Contemporary management issues.
	Decision Making Models of management decision making. Managerial ethics and social responsibility.
	Management Functions The planning process and strategic planning. The organizing process and organizational structures. The leading process and people management. The controlling process and controlling techniques.
	People Management Skills Group and team dynamics. Leadership models. Communication models. Conflict resolution models. The management of corporate values and culture. Management of change and organizational development.
Teaching/Learning Methodology	Lectures are used to impart management and organizational concepts which are explored in greater detail via case studies. Students will learn management skills through participative experiential class exercises. Synthesis and application of knowledge are assessed by means of presentation, essays and examination.

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.	
Continuous Assessment*	50%				
Individual paper and/or class participation	25%	✓		✓	
Group presentation and/or projects	25%	✓	✓		
Examination	50%	✓	✓	✓	
Total	100 %				

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –

- 1. engage in case-study group projects to apply theories to practice;
- 2. write an individual paper that explores a certain topic/area of management in greater depth and/or participate in class discussions and activities to practice analytical and critically thinking; and
- 3. take a closed-book exam to demonstrate conceptual and analytical skills by presenting arguments for and/or against certain topics based on theories, and if and when appropriate, taking circumstantial practicalities into consideration.

Feedback is given to students immediately following the presentations and all students are invited to join this discussion.

Student Study Effort Expected

Class contact:	
 Lectures 	39 Hrs.
Other student study effort:	
Preparation for lectures	39 Hrs.
 Preparation for assignment / group project and presentation / examination 	39 Hrs.
Total student study effort	117 Hrs.

Reading List and References

Recommended Textbooks

Bateman, T. S., and Konopaske, R. (2021). *Management: Leading & collaborating in a competitive world* (14th ed.). New York: McGraw-Hill Education.

Robbins, S. P. and Coulter, M. (2020). Management (15th ed.). NY: Pearson.

References

Daft, R. L. (2018). Management (13th ed.). Singapore: Cengage Learning.

Deresky, H. (2017). *International management: Managing across borders and cultures, text and cases* (9th ed.). Boston: Pearson.

Griffin, R. W. (2017). *Management* (12th ed.). Boston, MA: Cengage Learning.

Gulati, R., Mayo, A. and Nohria, N. (2017). *Management: An integrated approach* (2nd ed.). Boston: Cengage Learning.

Hitt, M. A., Black, J. S. and Porter, L. W. (2012). *Management* (3rd ed.). Upper Saddle River, NJ: Pearson.

Hofstede, G. (2010). *Cultures and organizations: Software of the mind – Intercultural cooperation and its importance for survival* (3rd ed.). New York: McGraw-Hill.

Kennedy, C. (2007). *Guide to the management gurus: Shortcuts to the ideas of leading management thinkers* (5th ed.). London: Random House Business.

Lim, G. S., Chua, S. B., Skulkerewathan, U. and Daft, R. L. (2015). *New era of Management in a globablized word: An Asian Perspective*. South-Western: Cengage Learning.

Mullins, L. (2016). Management and organizational behaviour (11th ed.). Harlow: Pearson.

Robbins, Stephen P. and Judge, Timothy A. (2019). *Organizational behaviour* (18th ed.). New York: Pearson.

Williams, C. (2016). Effective management (7th ed.). Boston: Cengage Learning.

Journals

Academy of Management Executive

Academy of Management Journal

Academy of Management Review

Administrative Science Quarterly

Harvard Business Review

Human Relations

Journal of Applied Psychology

Journal of General Management

Journal of International Business Studies

Journal of Management

Journal of Management Studies

Journal of Organizational Behaviour

Management Review

Organization Science

Organization Dynamics

Organization Studies

Personnel Psychology

Subject Code	MM5203
Subject Title	Decision Making for Leadership
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Organization and Management (MM5112)
Objectives	The course will focus on two key elements of leadership: (1) making decisions rationally, and (2) influencing others effectively. Although most educated people believe that they make decisions rationally, people often use a variety of heuristics that lead them to make suboptimal decisions in many situations. This course will reveal many important decision-making slippages that occur in people's everyday life and discusses their implications for leadership.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: (a) Understand the basic principles of decision making and apply them across a wide range of business settings, including financial decisions, investment decisions, managing employees, planning mergers, selling products, and negotiating with others; (b) Acquire self-awareness of how humans tend to make decisions, and how one should make decisions for leadership effectiveness.
Subject Synopsis/ Indicative Syllabus	The subject covers the following general topics – • Decision making under risk • Cognitive traps • Judgment and prediction • Choice traps • Group decision making, Post-decision biases • Scarcity and decision making
Teaching/Learning Methodology	This subject will involve primarily interactive teaching methodologies. Students will do numerous exercises in class that will demonstrate the decision making traps that even highly intelligent and educated people fall prey to. Class discussion will centre on identifying situations in which such decision making biases occur, how to avoid them, and how to use knowledge of decision making biases for persuasion.

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			
Continuous Assessment*	100%					
1. Class Participation	20	✓	✓			
2. Weekly Reflection Reports	15	✓	✓			
3. Reading Summary	15	✓	✓			
4. Final Paper	50	✓	√			
Total	100 %					

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Class participation is essential because this course uses an experiential learning technique. The course material cannot be learned from reading the textbook. Points are assigned based on whether students are attentive, contribute to the in-class discussion, or are not distracted (e.g., checking their phone; replying to email, browsing the internet, or doing other work on their laptop; having conversations with other students).

The weekly reflection reports are important so that students apply what they have learned in class to their real life. This help ensure that they truly grasp the course material. Submissions are graded on whether the event was described clearly enough so that reader can understand what happened, what were the decision options, what were the key dimensions on which the options differed; and whether it reflected an accurate understanding of the decision trap referred to in the example. Students have to submit this only three times during the semester.

The weekly reading summary is required to ensure that students have read and thought about the reading material. Students are asked to submit a one-paragraph description of new knowledge that gained from the reading assigned for the past week which was not covered in the lecture. The submission is graded based on whether it accurately describes the idea covered in the reading. Students have to submit this only three times during the semester.

The final paper is important to ensure that students take active steps to correct their own decision-making biases. Students are asked to

	disconfirm their unfavorable views about another person distinct ways. Submissions are graded on whether the reason for the original idea, how active and creative each strategy was, how closely each strategy tested the trait wanted to disconfirm, was each strategy indeed a discon how different are the strategies from each other, and whome lesson from this experience.	ney describe the ch disconfirming that the student firming strategy,		
Student Study Effort Expected	Class contact:			
Expected	Lectures and in-class discussion/exercises	39 Hrs.		
	Other student study effort:			
	Self-study and assignments	78 Hrs.		
	Total student study effort	117 Hrs.		
Reading List and References	Kahneman, D. (2013). <i>Thinking, Fast and Slow</i> . New York: Farrar, Straus and Giroux.			
	Selected publications from the following journals –			
	Current Directions in Psychological Science Harvard Business Review Journal of Behavioral Decision Making Journal of Consumer Research Journal of Economic Perspectives Judgment and Decision Making Quarterly Journal of Economics Science			

Subject Code	MM539
Subject Title	International Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	This subject contributes to the achievement of the following outcomes: (1) compare and contrast the modes of entry available to a firm evolving into a multinational enterprise; (2) apply knowledge to write an internationalisation project report; (3) explain why "national culture" should or should not be the driving force in designing management and organisation programs such as performance management or compensation systems; (4) work effectively with and through others; (5) describe methods used to analyse and assess political risk and to explain how multinational corporations (MNCs) apply those methods as they attempt to manage the level of political risk in less developed countries.
Intended Learning Outcomes	 Upon completion of the subject, students will be able to: a. to examine the present economic status in the major regions of the global community; b. to analyse some of the major developments and issues in the various regions of the world; c. to apply theories and analytic frameworks and to convert into knowledge about a particular issue or condition facing a global manager, typically as it relates to the firm's strategy or operations; d. to develop an analytical framework for assisting in the decision-making process of global managers; e. work effectively with others to complete a project in International Management.
Subject Synopsis/ Indicative Syllabus	Theories of international business and internationalisation of firms Drivers and theories of internationalisation; international exchange and markets-as- network; common forms of international business activities in Hong Kong, China and the region. Comparative environmental frameworks & international management issues
	Comparative environmental frameworks & international management issues Classification of national economies and macroeconomic issues confronting international business; the role of government and management of political risks; Economic integration: trend and implications; Ownership and financial risk in international operations; Competitive advantages of nations and strategic performance of firms.
	Strategy and management of international business International market analysis: economic and socio-cultural aspects; import/export strategy of Asian developing countries; licensing and international technology transfer; international joint venture management in Hong Kong and China context; strategic alliances: formation and relationship management for synergy; management of global

	sourcing, production and log	istics.							
	Coordination and control of Configuration and coordination competitiveness; an organic management development corporate planning.	ation of va c form of	llue an the org	d supp ganisatio	ort act onal str	ivities ructure	of glo	bal firn	ns;
Teaching/Learning Methodology	exemplified by real-world ca the lectures, and undertake g	ework and lases. Student guided reading	nighligh s will b ng and o	nt the in e requir case ana	mportar	nce of a	each to te in dis	pical anscussion	rea in
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	assess	ed (Plea	ase tick	as appr	opriate)]
	Continuous Assessment*	100%	a.	0.	C.	u.	е.		
	1. Group project	weighting assessed (Please tick as appropriate) a. b. c. d. e.							
	2. Peer appraisal								
		100/	,	,					-

10%

20%

30%

100 %

3. Participation

assessment

Total

4. Formative video

5. Individual essay[#]

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Students are expected to form teams to prepare an international business plan and give a 15-minute presentation. The assessment will enable students to develop practical, analytical, communication and interpersonal skills. Peer appraisal will be conducted on the group project.

For participation, besides assessing students' level of involvement during class activities, students will post and comment on international issues on Personalized Learning Environment and Network (PLE&N), which is a participation-driven element.

On the formative video assessment, students prepare news reporting videos to analyse

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

[#] Individual essay topics may address different outcomes

	international issues in-depth through video production and	get neer feedback			
	Each student is required to submit an individual reflective essay on international business. It will need students to demonstrate critical thinking and the application of concepts.				
Student Study Effort	Class contact:				
Expected	■ Lectures	39 Hrs.			
	Other student study efforts:				
	■ Self-study	78 Hrs.			
	The total student study effort	117 Hrs.			
Reading List and	<u>Textbook</u>				
References	 Hill, C. (2022).International Business: Competing in the global marketplace (14e. ed.). New York, NY: McGraw-Hill Education. 				
	Academic References				
	Luthans & Doh (2012). <i>International Management: Culture, Strategy and Behavior</i> (8th ed.). McGraw Hill.				
	 Baldwin, R.E. and Martin, P. (1999) Two Waves of Globalization: Superficial Similarities, Fundamental Differences, National Bureau of Economic Research: Cambridge, MA, NBER Working Paper No. 6904. 				
	 Buckley, P.J. (2002) 'Is the international business agenda running out of steam', <i>Journal of International Business Studies</i> 33(2): 365-373. 				
	 Micklethwait, J. and Wooldridge, A. (2000) A Future Perfect: The Challenge and Hidden Promise of Globalization, Crown Business: New York 				
	■ World Economic Forum, <i>Global Competitiveness Report</i> (various issues).				
	General References				
	 Asian Wall Street Journal. Dow Jones & Company (Daily newspaper) 				
	 The Economist, London, The Economist Newspaper Limited, current issues available. (Weekly magazine). 				
	■ The Financial Times, Jones Pub. Co. (Asia), Inc.(Daily	newspaper).			
	■ Far East Economic Review (Weekly magazine).				

Subject Code	LGT5425 / MM5425
Subject Title	Business Analytics
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject contributes to the achievement by enabling students to understand theories and frameworks, which help to formulate the business analytics strategy of a firm, to analyze business case and solve business problems in big data in a critical manner, and to demonstrate an understanding on the applications and implications of the latest technologies to practices and decisions in business issues. Ability to communicate reasoned arguments effectively, both in speech and in writing, is also addressed. Through equipping students with a solid understanding and critical thinking mindset of the principles, methods and technologies for business analytics, students can apply business analytical tools to effectively address various issues faced by organizations, as well as be aware of the possible challenges and ethical issues related to business analytics.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. identify and translate real-world business and operational problems into business analytics problems; b. implement efficient business analytics strategies to solve business and operational problems; c. understand and compare different business analytics techniques d. identify, evaluate, and capture business analytic opportunities that create values e. understand the current trend of business analytics and be aware of the ethical issues related to business analytics
Subject Synopsis/ Indicative Syllabus	Foundations of Business Analytics Introduction to business analytics and data mining principles and concepts. Modeling Introduction to business analytics/machine learning methods: decision tree, linear regression, logistics regression, naïve bayes, clustering, etc. Programming Introduction to programming language for conducting business analytics.
Teaching/Learning Methodology	There will be a mix of lectures, discussions, and tutorials. Mini-group discussion and projects will be carried out to solve practical business problems and reports are produced at the end of the term. Hands-on experience of using business analytics tools and programming will be provided to enhance students' understanding of the applications of the latest business analytical technologies.

Assessment Methods
in Alignment with
Intended Learning
Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcome assessed (Please tick as appropriate					
		a	b	c	d	e	
Continuous Assessment*	100%						
1. Attendance and class participation	10%	√	√	√	√	√	
2. Individual assignment	30%	✓	✓	√	✓	✓	
3. Group project	35%	✓	✓	√	✓	✓	
4. Comprehensive Quiz	25%	✓	✓	✓	✓	✓	
Total	100 %						

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject have a balanced learning experience. Individual assignment and group project will require students to apply business analytics principles and methods to handle business problems.

To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

Student Study Effort Expected

Class contact:	
 Lectures 	39 Hrs.
Other student study effort:	
Preparation for lectures	39 Hrs.
Preparation for individual assignment / group project / comprehensive quiz	60 Hrs.
Total student study effort	138 Hrs.

Reading List and References

Recommended Textbooks

Provost, F., & Fawcett, T. (2013). *Data Science for Business: What you need to know about data mining and data-analytic thinking*. O'Reilly Media, Inc.

Shmueli, G., Bruce, P. C., Gedeck, P. G., & Patel, N. P. (2019). *Data Mining for Business Analytics: Concepts, Techniques and Applications in Python*. John Wiley & Sons.

Reference Books

Evans, J. (2021). *Business Analytics: Methods, Models, and Decisions (3rd ed.)*. Harlow: Pearson.

James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *An Introduction to Statistical Learning: with Applications in R.* New York: springer.

Ian, G., Yoshua, B., & Aaron, C. (2016). *Deep Learning (Adaptive Computation and Machine Learning)*. The MIT Press.

Albright, S.C. and W.L. Winston (2014). *Business Analytics: Data Analysis & Decision Making*, 5th Edition, Cengage Learning.

Camm, J.D. (2017). Essentials of Business Analytics (Second ed.). Boston, MA: Cengage Learning.

Linoff, G.S. and Berry, M.J.A. (2011). *Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management (3rd ed.)*. Indianapolis, Ind: Wiley Pub.

August 2022

Subject Code	MM544
Subject Title	E-Commerce
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	The central goal of this course is to develop an integrative knowledge of the digital economy. It focuses on the information superhighway as the technological enabler that has dramatically changed the way in which companies orchestrate their value creation. This course, with a strategic perspective in mind, looks into the knowledge-enabled enterprises and the influence of electronic commerce in shaping the rules of modern business environments. From a managerial point of view, the course will delineate the skills and knowledge required in the digital world. Finally, this course also offers a technology perspective that touches upon the underlying IT mechanisms for electronic commerce.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. comprehend the underlying economic mechanisms and driving forces of E-Commerce; b. understand the critical building blocks of E-Commerce and different types of prevailing business models employed by leading industrial leaders; c. appraise the opportunities and potential to apply and synthesize a variety of E-Commerce concepts and solutions to create business value for organizations, customers, and business partners; d. formulate E-Commerce strategies that lever firms' core competencies, facilitate organizational transformation, and foster innovation; e. undertake planning, organizing, and implementing of E-Commerce initiatives to effectively respond to of dynamic market environments, understand cloud computing and acquire skills related to data science.
Subject Synopsis/ Indicative Syllabus [#]	 Introduction of e-Commerce E-commerce Framework B2C, B2B, C2C, E-commerce Supply Chain Management Payment System, Internet Banking and Supporting Systems Mobile Commerce Social Media and e-Commerce Shared Economy Cloud Computing and Data Science Legal, ethical and societal issues of e-Commerce #The above syllabus may be modified and updated by each subject lecturer without prior notice.
Teaching/Learning Methodology	The course will use a variety of methods as its pedagogy to help students achieve the above learning outcomes. Each class will roughly take the following format: 1. General announcement and an opportunity for students to ask question to address any unfinished thoughts from the previous class; 2. Overview of the current class agenda and its relationships to past discussion; 3. Extended period of students- or instructor-lead discussion of the key issues in the

	assigned case or readings a small group) may be em					ng via di	scussion in		
Assessment Methods in Alignment with	Specific assessment methods/tasks	•		Intended subject learning outcomes to be assessed (Please tick as appropriate)					
Intended Learning Outcomes			a.	b.	c.	d.	e.		
Outcomes	Continuous Assessment*	100%							
	Attendance and class participation	15%	✓	✓	✓	✓	✓		
	2. Individual assignment	20%	✓	✓	✓	✓	✓		
	3. Group project report	25%	✓	✓	✓	✓	✓		
	4. Group project presentation	20%	✓	✓	✓	√	✓		
	5. Quiz	20%	✓	✓	✓	✓	✓		
	Total	100 %				•			
	To reflect the significant tech weighting of this subject technology-related knowledge. To pass this subject, study overall subject grade. Explanation of the approprintended learning outcomes students taking this subject to Feedback is given to student are invited to join this discuss	ents are reconstitution of the control of the contr	d on quired to the assus method the arm	o obtain sessment ods are oding exper	Grade I method designed ience.	sment O or ab s in ass to ensu	concerning bove in the sessing the are that all		
Student Study Effort Expected	Class contact:								
Enort Expected	 Lectures 				39 Hrs.				
	Other student study effort:								
	Preparation for lectures	ration for lectures 3					39 Hrs.		
	 Preparation for assignme presentation / examination 		ip project and 57 Hrs						
	Total student study effort						135 Hrs.		
Reading List and References	Textbook Gary P. Schneider, 2017. Electronic Commerce, 12th Edition, Cengage Learning US								
	Laudon, K. C. and Traver, <i>Society</i> , 2021, 16 th edition	C. G. E-Con	nmerce 2	2021: Bu	siness, T	ecnnolo	ogy,		

<u>References</u>

Phillips, J. 2016. Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy. FT Press.

Angwin, J. 2014. Dragnet Nation: A Quest for Privacy, Security, and Freedom in a World of Relentless Surveillance. Times Books.

Liebana-Cabanillas, 2014. *Electronic Payment Systems for Competitive Advantage in E-Commerce*. Business Science Reference

Schmidt E, and Cohen, J 2014. The New Digital Age: Transforming Nations, Businesses, and Our Lives. Vintage

Stone, B. 2014. The Everything Store: Jeff Bezos and the Age of Amazon. Random House

Swilley, E, 2014. *Mobile Commerce: How It Contrasts, Challenges and Enhances Electronic Commerce*

Recent articles from Journal of Management Information Systems, Harvard Business Review, Internet Research, MIS Quarterly, Marketing Intelligence and Planning, Decision Support Systems, MIT Sloan Management Review, California Management Review, MISQ Executive, Academy of Management Perspectives, Long Range Planning, Gartner Research, Forrester Research, McKinsey Quarterly, and others.

Subject Code	MM5451
Subject Title	Technology Innovation and Management
Credit Value	3
Level	5
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	The context of this course is Innovation Driven Enterprises (IDE). These include large successful companies e.g. Apple, Cisco, NVIDIA, and Facebook; and large new digital economy companies e.g. PingAn Technology, Xiaomi, and JD Technology; and start-ups e.g. Lemonade Insurance, and OneDegree etc.
	This course has lectures but most importantly by doing.
	 Learn thru examples, to appreciate the challenges technological innovation within large enterprises, and how do they innovate;
	 Learn thru theory. Theory is the summary of observed pattern and it helps to break;
	 Learn thru teamwork. Innovation doesn't often come in isolation, and teamwork is needed;
	Learn thru innovation, by working on an innovation idea by yourself.
	At the end of the course, you will capture the pragmatic, action-oriented, and complex nature of managing technological innovation
	We will have two sessions of this course. The weekday night session will be more focus on Hong Kong and US IDE. The Saturday session will be more focus on China and Greater Bay Area. Please pick your session according to you interest.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. Appreciation of Challenges & Complexities Technology Innovation b. Appreciation of Structure Processes and Tools c. Try it Out Demonstration of Creativity, Experiment Innovation Loop

Subject Synopsis/ Indicative Syllabus

- Section 1 Context of Innovation -- Pain Points
 - Using examples and Primary Market Research (PMR) from different IDE, we will take Deep dive understanding of innovation pain points
- Section 2 What is an IDE
 - Introduction to Five Digital Technologies (IOT, 5G, Cloud Computing, Big Data, AI, Blockchain) -- Definition, Characteristics, why it matters, and its Network Effect
 - Industry Verticals Health Informatics, Social Media & Digital Marketing, Education Technology
- Section 3 Innovation
 - o Regionals Silicon Valley, China, Singapore and Hong Kong
 - o Innovation Process Sources, Open, Service, Business Models
 - o Market Adjacency
 - o Eco-System
 - o Technology Push vs Market Pull
- Section 4 Product Innovation Process & Tools
- Section 5 Validation
 - o User Experience & Feedback
 - o Financial
 - o Teaming
- Section 6 IDE Group Project

Teaching/Learning Methodology

Class Preparation and In Class Participation

- Class participation via Case Study discussion and guest lectures
- Individual presentation on a topic on TIM, topics to provide, or self-nominated topics if approved
- Individual presentation on a service redesign project select one service that you consider important, and conduct primary market research, and incorporate feedback in a redesign of the service offering
- Group innovation project, including Business Model, Go-to-Market, Customer Acquisition, and Organizational Structure
- Individual one-page reflection memo on group innovation project

Assessment Methods in Alignment with Intended Learning	Specific assessment methods/tasks	% weighting	to be		ed (Plea	ct learning outcome (Please tick as		
Outcomes			a	b	с			
	Continuous Assessment*	100%						
	Class Attendance & Participation	20%	√	1				
	2. Individual Presentation a TIM Topic	10%	√	1				
	3. Individual Presentation on a service redesign project	20%	√	1	V			
	4. Group Innovation Project	40%	√	√	V			
	5. Individual Reflection	10%	√	√	√			
	Total	100 %				1	<u>'</u>	
	related knowledge. To pass this subject, students are required to obtain Grade D or above in thousand overall subject grade.							
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that a							
	Readings with quantitative are required to critique thes their understanding of the aneed to make presentations methodological and managis introduced to assess whe learned, and more important business significance.	se articles and analytics element in class and erial issues rether participation	d prepa nent of exchar egardin ants are	the pronger the pr	discussi ogram. S ws rega ness and o integra	on so as Student t rding con alytics. E ate what	to enhance all neeptual taxamina they ha	
Student Study	Class contact:							
Effort Expected	 Lectures 						39 Hours	
	Other student study effort:							
	 Preparation for presentations and group project 							
	 Preparation for presentations 	and group p	roject			108	Hours	

Reading List and

References

Bill Aulet, 2012, *Disciplined Entrepreneurship* (either via book or YouTube video)

Subject Code	MM5712
Subject Title	Marketing Management in China
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite / Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576) or Essential Business Theories and Concepts (MM5001)
Objectives	This subject is designed to develop the students' understanding of China's marketing environments, and their impacts on marketing in China. The uniqueness of China's marketing environments mainly lies in its economic, political, and cultural dimensions. A comparative approach will be employed wherever appropriate, comparing marketing in China and in the West, especially the United States. A cultural perspective will be taken to explain the reasons for the differences of marketing in China and the West. Specifically, it aims to: • improve the students' understanding of the political, economic, and cultural environments in the Chinese market; • understand the Chinese consumers and organizational customers and their buying behavior; • understand the key issues of managing the Chinese markets; • formulate and evaluate marketing strategies for companies doing business in China. The overall aim of this subject is to provide a comprehensive, in-depth treatment of the planning of marketing at both strategic and operational levels. At the operational level, students will be able to plan day-to-day activities. At the strategic level, they will be able to determine long-range goals and objectives, commit the firm to courses of action, and allocate resources to accomplish brand, organizational, or divisional goals. This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. understand the political, economic, and cultural environments in Chinese market; b. appreciate the theories of culture and national culture and their applications in dealing with customers, both individual and organizational, in Chinese markets;
	 c. formulate and evaluate marketing strategies (targeting, segmentation, positioning, and differentiation) and marketing mix strategies (product, pricing, channels of distribution, and promotions) in China; d. evaluate and propose relationship marketing strategies for inter-firm relationships in China; e. develop logical and critical thinking capabilities, and abilities in communications and abilities in Chinese markets.

Subject Synopsis/ China is undergoing economic reform, transforming from a central planning system to a **Indicative Syllabus** market economy. This subject will address the unique political, economic, and cultural environments as the factors that have profound impacts on marketing practices in China. A comparative approach is used to contrast the cultures in China and the U.S. The impacts of culture, being manifested in various aspects of marketing, will also be contrasted in the following sections: Understand the marketing environments in China and the environmental impacts on marketing concept and marketing orientation; Consumer and organizational buying behavior; 3. Relationship marketing and interpersonal relations (guanxi) in China & negotiations with Chinese counterparts: 4. Product, new product/brand management and innovations & promotion practice in China: 5. Pricing practice, distribution & logistic in China. Teaching/Learning To facilitate experiential learning, case studies in China and real-life discussion will be Methodology emphasized in teaching. This approach also involves the use of case reports, application exercises, and group project to engage students in an interactive and experiential learning. Students are strongly encouraged to participate in class discussion. Assessment Specific assessment % Intended subject learning outcomes to Methods in methods/tasks weighting be assessed (Please tick as appropriate) Alignment with **Intended Learning** b. d. a. c. e. **Outcomes** 100% Continuous Assessment* 15% 1. Class participation 2. Individual reflection 10% ✓ ✓ 25% 3. Individual case report ✓ ✓ ✓ ✓ ✓ 15% 4. Application exercise 35% 5. Group presentation 100 % Total *Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer. To pass this subject, students are required to obtain Grade D or above in the overall subject grade. Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject to have a balanced learning experience. **Student Study** Class contact: **Effort Expected**

	97
Other student study effort:	

39 Hrs.

Lectures

	 Preparation for lectures 	39 Hrs.		
	 Preparation for assignment / group project and presentation 	81 Hrs.		
	Total student study effort	159 Hrs.		
Reading List and References	Reference Books: Tom Doctoroff, What Chinese Want: Culture, Communism, and China's Modern Consumer, Palgrave MacMillan, 2012.			
	Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, and Torben Hansen, Marketing Management, Pearson Education, 2009.			
	Philip Kotler, Kevin Lane Keller, and Taihong Lu, Marketing Management in China, Pearson Education South Asia, 2009.			

Subject Code	MM573
Subject Title	Marketing Strategy
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite / Exclusion	Marketing Management (MM576) or Managing Customers and Markets (MM574)
Objectives	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.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. have a deeper understanding of the forces driving competition in a broadened concept of the competitive market; b. have skills in analyzing corporate strategies and tactics from the marketing perspective; c. understand how to develop different types of analytic framework according to the contingencies of market environments; d. be equipped with the working understanding of tools that are useful in implementing a market-orientation philosophy.
Subject Synopsis/ Indicative Syllabus	 Introduction - Perspectives on Marketing Strategy, Strategic Marketing Concept, Marketing Environment Market-Driven Strategy and Market Learning Market Structure and Competitive Market Analysis Cultural Diversity and Globalization in Marketing Market Segmentation Market Targeting and Strategic Positioning New Product Innovation and Strategy Pricing Strategy Promotion and Advertising Strategies Integrative Marketing Strategy and Implementation
Teaching/Learning Methodology	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.

Assessment Methods in Alignment with	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
Intended Learning			a.	b.	c.	d.	
Outcomes	Continuous Assessment*	100%					
	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 %					
	*Weighting of assessment methor each subject lecturer.	ods/tasks in co	ntinuous ass	essment ma	y be differe	ent, subject to	
	To pass this subject, stude overall subject grade.	ents are requ	iired to ob	otain Grad	e D or	above in the	
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –						
	 Read the recommended material; Discuss the issues brought up in the lectures/seminars; Appreciate the different approaches that may be adopted in solving marketing problems; Participate in presenting the group's views on a case/marketing situation. 						
	Feedback is given to students immediately following the presentations and all students are invited to join this discussion.						
Student Study	Class contact:						
Effort Expected	 Lectures 				39 Hrs.		
	Other student study effort:						
	 Preparation for lectures 					39 Hrs.	
	■ Preparation for assignment / group project and presentation 79 Hrs					79 Hrs.	
	Total student study effort 157 Hrs.						
Reading List and References	Textbook O.C. Ferrell and Michael D. Hartline (2018), "Marketing Strategy" – 7th edition, South-Western Cengage Learning						
	Additional Reading Examples Orville Walker and John Mul – 8th edition, McGraw-Hill		ing Strategy	(A Decisi	on-Focuse	ed Approach)	

Subject Code	MM576
Subject Title	Marketing Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This subject provides an introduction to the theory and practice of Marketing at a post-graduate level. The idea is to give students who may have little previous exposure to Marketing a basic working knowledge of the typical marketing environment and marketing mix: product, price, promotion and distribution. The subject is also designed to introduce students to a wide range of current topics, such as customer relationship management (CRM), brand equity management, service marketing, digital marketing, and database marketing, etc. A broad range of marketing topics is conducted with an emphasis on the concepts, which a marketing manager needs to understand in order to make effective decisions.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. design marketing activities in an organization, and assess their impact on marketing performance in a global setting; b. develop strategies to achieve marketing objectives; c. apply market segmentation, targeting and positioning with optimal marketing mix; d. appreciate the use of latest technology in designing and implementing marketing programs e. evaluate the ethical issues that relate to marketing.
Subject Synopsis/ Indicative Syllabus	The Scope of Marketing Exchange and transactions, company orientations towards the marketplace and the fundamental marketing concepts, trends and task. Marketing ethics and social responsibilities. Developing Marketing Strategies and Plans A Holistic Marketing Orientation and Customer Value. The role of marketing in strategic planning. Gathering Information and Scanning the Environment Analyzing the marketing environment. The Marketing Information System. Creating Customer Value Building customer value, satisfaction and loyalty and cultivating customer relationship. Analyzing Consumer and Business Markets Segmentation, market targeting and positioning. Building a strong branding strategy. Developing the Marketing Mix Setting the product, price, place and promotion strategies. Technology and Marketing The impacts of technology on marketing

Teaching/Learning Methodology

The format for the course will be class lectures, followed by case discussion and/or group presentation sessions. Besides the textbook specified in this course outline, selected journal articles will be provided to students that cover a wide range of marketing topics. The intention is to allow students to absorb viewpoints from various scholars and learn to appreciate academic research studies. Students are expected to review the articles beforehand and share their views during class discussions. Active participation is fully encouraged.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				mes to
		a.	b.	c.	d.	e.
Continuous Assessment*	50%					
Class participation and contribution	10%	√	✓	✓	✓	✓
2. Individual assignment	15%	✓	✓	✓	✓	
3. Group project/case presentation	25%	✓	✓	✓	✓	✓
Examination	50%	✓	✓	✓		
Total 100						

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

To help students understand both the principles and practices of marketing, the students will be required to <u>analyze and write reports based on group projects and/or case studies</u>. The presentations, the reports and other written assignments will improve their <u>critical and creative thinking</u> and <u>effective communication</u>. The class discussionwill also require students to demonstrate a <u>global outlook</u> and identify the <u>ethical issues</u> which arise in respect of marketing activities.

Student Study Effort Expected

Class contact:	
 Lectures 	39 Hrs.
Other student study effort:	
 Preparation for lectures 	42 Hrs.
 Preparation for assignment / group project and presentation / examination 	54 Hrs.

	Total student study effort	135 Hrs.	
Reading List and References	Main References Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M. and Tan, C. T., Marketing Management An Asian Perspective, Pearson, the latest edition.		
	Kotler, P., Armstrong, G., Ang, S. H., Tan, C. T., Yan <i>Principles of Marketing: An Asian Perspective</i> , Pearson,		
	Kotlet, P., Keller, K. L. and Chernev A. Marketing Mana	gement, Pearson, Global edition	
	Other References Ries, Al and Trout, Jack (1986). Positioning, McGraw-Hi	ill, Inc.	
	Various marketing journal articles, magazine and n information will be referenced.	ewspaper clippings, and web	

August 2022

Subject Code	MM578
Subject Title	Services Marketing
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite / Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576) or (MM5762) or Essential Business Theories and Concepts (MM5001)
Objectives	This subject contributes to the achievement of the Progamme Outcomes by: developing students' abilities to think critically in analyzing service problems and to apply services marketing concepts and theories to address these problems and develop sources of competitive advantage.
	This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. contrast marketing of services and marketing of goods, and develop effective strategies to address the challenges involved in marketing of services; b. analyze customer expectations and translate this knowledge into genuine value for customers; c. use and critically evaluate tools and techniques for managing service quality.
Subject Synopsis/ Indicative Syllabus	Understand Service Products, Consumers and Markets Service characteristics, The purchase process for services, Customer expectations and satisfaction. Key Elements of Services Marketing New service design and development, Communication mix for services, Pricing and revenue
	management, Distributing services. Managing The Service Delivery Process Service Blueprinting, Balancing demand and capacity, Physical evidence, People management. Striving for Service Excellence Service quality, Service recovery, Customer complaints management, Customer loyalty.
Teaching/Learning Methodology	In the first part of each class, the instructor will provide students with a lecture on the underlying concepts and their applications with real examples. Students will be required to participate in discussion in the lectures, perform guided reading of the text and cases, and to make group presentations.

Assessment Methods in	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
Alignment with Intended Learning			a.	b.	c.	
Outcomes	Continuous Assessment*	65%				
	Group project presentation	10%	✓	✓	✓	
	2. Group Report	30%	✓	✓	✓	
	3. In-class participation	20%	✓	✓	✓	
	4. 2 Quizzes	40%	✓	✓	✓	
	Examination	35%	✓	✓	✓	
	Total	100 %				
	*Weighting of assessment methods subject lecturer.	s/tasks in conti	nuous assessmen	t may be differe	nt, subject to eac	
	To pass this subject, students are required to obtain Grade D or above in th overall subject grade.					
	Explanation of the appropriat learning outcomes: various m subject – Case studies / discussion question and analytical skills. A group probusiness context.	nethods are do	esigned to ensure students to de	re that all stu emonstrate thei	dents taking the	
	Feedback is given to students immediately following the presentations and all students are invited to join class discussion.					
Student Study	Class contact:					
Effort Expected	 Lectures and seminars 			39 Hrs.		
	Other student study effort:					
	Preparation for project presentation and report				20 Hrs.	
	 Preparation for seminars / discussion 			11 Hrs.		
	 Preparation for exam 			30 Hrs.		
	Total student study effort				100 Hrs.	
Reading List and References	Recommended Textbook Services Marketing: Integrating Jo Bitner, and Dwayne, Gremle	_			e <u>Zeithaml,</u> Mar	
	Services Marketing – People Lovelock, 8 th edition, World Sc				and Christophe	

Subject Code	MM5803
Subject Title	Introduction to Customer Value
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/	Managing Customers and Markets (MM574) or Marketing Management (MM576)
Exclusion	E-Marketing (MM580) and E-Marketing (MM5801) and E-Marketing (MM5802)
Objectives	Technology has changed many aspects of conventional business wisdom in the past decade. It provides marketers with new capabilities and opportunities to create and co-create value through different interactive platforms with customers and stakeholders.
	The subject will provide the students with a systematic framework for the value creation, value capture, and measurement process for planning and designing marketing strategies. Hence the subject aims to bring new perspectives to marketing thinking and practice by synthesizing current academic research and industry practice.
	This subject contributes to achieving the MSc MM Programme Outcome 2 (Analyze the process of creating and improving customer values for a better marketing planning).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. identify market opportunities brought by social media tools and byways of co-creating values with customers; b. generate marketing ideas for new business models; c. analyze hybrid consumer behaviour; d. integrate online-offline marketing strategy; e. apply customer lifetime value models in assessing customer equity; f. design marketing programs to enhance customer value; g. develop marketing performance measures.
Subject Synopsis/ Indicative Syllabus	Marketing Management in the networked economy Marketing and technology; definitions and scope of interactive marketing, the evolution of marketing thoughts.
	Market opportunity analysis Market opportunity analysis in the connected era; marketplace and marketspace; market gap analysis.
	Value creation and value capturing Defining value; value creation and delivery; value proposition and business model generation; multi-channel decisions; customer acquisition, selection, and retention. The enhancement of customer value with the application of A.I.
	Customer Behavior and value measurement The hybrid consumer, customer perceived value; customer experience, customer loyalty; customer lifetime value, brand communities, and brand equity. The deployment of A.I. in

	the customer journey improinnovation (CX).	oves experier	nce d	lesign	(X.D	o.) and	d cust	tomer	expe	rienc
	Evaluating Marketing Performance Qualitative and quantitative performance criteria.									
Feaching/Learning Methodology	A combination of classroom teaching and learning activities includes lectures, case studies, class discussions on topical issues and student presentations.									
Assessment Methods in	Specific assessment methods/tasks	% weighting					ning ou			pe .
Alignment with Intended Learning			a.	b.	c.	d.	e.	f.	g.	
Outcomes	Continuous Assessment*	100%								
	Group market report	30%	✓	✓	✓	✓	✓	✓	✓	
	2. Group presentation	20%	✓	✓			✓	✓	✓	
	3. Individual essay	35%	✓		✓	✓		✓		
	4. Contribution to class discussion	15%	√	✓	✓	√	✓	✓	✓	
	Total	100 %			•	1		•	•	
	To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge. To pass this subject, students must obtain a Grade of D or above in the overall subject grade. Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the following are the methods designed to ensure that all students taking this subject will achieve the learning outcomes —									
	Students will be required to <u>analyze and write reports based on data and facts of a particular case</u> (Outcomes a, b, c, d, e, f, g). The presentation in class, the case report, the essay and the test will improve their <u>critical thinking</u> and <u>effective communication</u> to achieve all the learning outcomes.									
	Give feedback to students immediately following the presentations and invite all students to join this discussion.									

Student Study	Class contact:					
Effort Expected	 Lectures and seminars 	39 Hrs.				
	Other student study efforts:					
	Preparation for lectures / seminars	39 Hrs.				
	Preparation for assignment/group project and presentation	78 Hrs.				
	The total student study effort	156 Hrs.				
Reading List and References	Reading List Srivastava, Rajendra K., Tasadduq A. Shervani, and Liam Fahey (1998), "Market-Ba Asset and Shareholder Value: A Framework for Analysis," Journal of Marketing, Janua 2-18.					
	Day, George S. and David B. Montgomery (1999), "Charting Journal of Marketing, Vol. 63, Special Issue, 3-13.	g New Directions for Marketing,"				
	Vargo, Stephen L. and Robert Lush (2004), "Evolving to a New Dominant Logic for Marketing," <i>Journal of Marketing</i> , Vol. 68, January 1-17.					
	Rust, Roland T., Christine Moorman, and Gaurav Bhalla (2010), "Rethinking Marketin Harvard Business Review, January-February, 94-101.					
	Verhoef, Peter C., Werner J. Reinartz, and Manfred Krafft (2010), "Customer engage as a New Perspective in Customer Management," <i>Journal of Service Research</i> , Vol. 13(3), 247-252.					
	Dholakia, Utpal M, Barbara E. Kahn, Randy Reeves, Aric Rindfleisch, David Stewart, and Earl Taylor (2010), "Consumer Behavior in a Multichannel, Multimedia Retailing Environment," <i>Journal of Interactive Marketing</i> , Vol. 24, 86-95.					
	Doyle, Peter (2000), "Value-based Marketing," Journal of Strategic Marketing, Vol. 8, 299-311.					
	Reference Texts Kotler P., Kartajaya H., and Setiawan I. (2010), Marketing 3.0, From Products to Customers to the Human Spirit, Chapter 1 & 2, John Wiley and Sons.					
	Rust, Ronald T., Valarie A. Zeithaml and Katherine N.Lemon (2000), Chapter 1 in <i>Driving Customer Equity; How Customer Lifetime Value is Reshaping Corporate Strategy</i> , The Free Press, 3-12.					
	Osterwalder, Alexander and Yves Pigneur (2010), <i>Busines</i> & Sons, Inc.	ss Model Generation, John Wiley				
	There are also selected readings from Harvard Business R other relevant academic and business journals.	Review, Journal of marketing and				

Subject Code	MM582
Subject Title	Business to Business Marketing
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576)
Objectives	This course is to provide students with an understanding of the operations in the business to business market. All discussions will be evolved around the interactional dynamics such as the discussions of business environments, organizational constraints, marketing activities, costs, and profits between a product/service provider (seller) and a product/service receiver (buyer). Management problems within the business market will be systematically synthesised, analysed, and managed.
	This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. understand the scope of business market especially the differences between business and consumer market; b. appreciate management problems such as business environments, organizational constraints, marketing activities, costs and profits that emerge in a business to business organizational context; c. solve the above problems in a business context; d. integrate the above in a business plan.
Subject Synopsis/ Indicative Syllabus	Business Marketing Perspective Nature and scope of Business Marketing, similarities and differences between Business and Consumer Marketing, characteristics of Business Marketing. Organizational Buying Behaviour 1. Buyer-seller interactions, buying center concept, buying process, buying situations, buying dynamics, buyer evaluation procedures, relationship management. 2. The influences of environmental, organizational and individual factors on buying behavior.
	 Higher Level Business Marketing Strategies Segmentation and Target Marketing, position and differentiation Basic concepts of segmentation and targeting, bases for business segmentation, selection of segmentation variables, re-segmentation. Identifying position and methods of differentiation. Relationship marketing Strategy Relationship marketing theory, evaluation of organizational relationship strength and proposal for appropriate relationship strategy for inter-firm relationships.

Lower Level Business Marketing Strategies

- 1. <u>Managing Product Line for Business Markets</u>
 - Levels of products, quality dimensions of product, product/marketing strategies.
- 2. <u>Business Marketing Channels and Logistical Interface</u>
 - Channels members, channel selection and design, channel conflict and management, strategic channel alliances, logistics.
- 3. <u>Managing the Personnel Selling and Other Promotion Functions</u>
 Selling/marketing interface, sales force management, relationship management.
- 4. <u>Brief Introduction of Pricing Function</u>
 Determinants of pricing and pricing process.

Teaching/Learning Methodology

A combination of lectures and other learning activities which includes case studies, case writing, movie clips, discussions, student presentations and guest speaker in a seminar type.

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*		50%					
1.	Individual project / homework / quiz / class participation	35%	✓	✓	√	√	
2.	Group presentation / project	15 %	✓	✓	✓	✓	
Examination		50%	✓	✓	✓	✓	
Total		100 %					

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

- Individual assignment encourages a particular student to apply all materials learnt in a single piece of work.
- The use of a smaller case with case questions directs students to answer specific issues with a case.
- The use of a bigger case without case questions is to motivate students to develop issues and appreciation in the business markets.
- Feedbacks will be given to students with marks immediately following the presentations and all students are invited to join this discussion.

Student Study	Class contact:				
Effort Expected	 Lectures 	39 Hrs.			
	Other student study effort:				
	Preparation for lectures	39 Hrs.			
	 Preparation for assignment / group project and presentation / examination 	78 Hrs.			
	Total student study effort	156 Hrs.			
Reading List, References, journals and useful websites	Textbook Hutt M.D., & Speh T.W., (newest edition) Business Marketing Management-B21 Cengage Learning Hong Kong Ltd.				
	Journals: Industrial Marketing Management Journal of Business and Industrial Marketing Journal of Business-to-Business Marketing Journal of Personal Selling and Sales Management Harvard Business Review Strategic Management Journal				
	<u>Websites:</u> http://www.b2bmarketing.net is a leading international information provider for 250,000 business marketers globally				
	www.marketing.org is an association for business marketing professionals in marketing communications				
	http://www.socialmediaexaminer.com is a website to show how to use social media, blogs and podcasts to connect with customers, generate awareness and increase sales.				
	https://www.ted.com/talks?sort=newest&topics%5B%5lis a ted talk for executive to discuss current issues.	D=Business			

Subject Code	MM5831			
Subject Title	Social Media Marketing			
Credit Value	3			
Level	5			
Pre-requisite / Co-requisite/ Exclusion	None			
Objectives	This course aims to provide students with an understanding of social media marketing concepts and how they can be applied to create values to various business stakeholders including management, employees, suppliers and consumers. The course focuses on understanding the basic principles of social media marketing and developing an effective social media marketing strategy that aligns with the overall business objective.			
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. Comprehend the concepts and main streams of social media b. Analyze the key success factors and obstacles of social media marketing c. Evaluate various social media marketing tools and their effectiveness d. Develop and nurture the social media marketing strategy in business e. Evaluate various social media marketing tools and measure the effectiveness of social media marketing efforts			
Subject Synopsis/ Indicative Syllabus	Introduction to social media (SM) Overview of SM Salient aspects of SM and its underlying differences with traditional media Understanding Facebook, Instagram, Twitter, WeChat and Linkedin etc; Virtual Worlds Success factors and obstacles of SM SM related privacy and ethical issues SM and societal issues Basic principles of social media marketing (SMM) Conversational Marketing - What's Driving Social Media Marketing Word of Mouth and Viral Marketing Impact of social networking practices such as Friends, Fans, Followers on SMM Using SMM for Business Search Engine Optimization (SEO) Key Opinion Leaders (KOL) Managing SM in the organizations for organizational benefits SM Policies SM Practices			
	 SM Practices SM and employee privacy issues Public Relations - The SM Release 			

- Dealing with a potential PR issue
- Advertising in and with Social Media

Difficult issues in SMM

- Measurement and ROI
- Increasing membership base vs. earning from the subscription Communities
- Various social media marketing strategies

Teaching/Learning Methodology

The instructor will provide students with a structured lecture on the underlying theoretical framework and highlight the importance of each topical area exemplified with real-world cases. Students will be required to participate in discussion in the lectures, and undertake guided reading and group project, which will form the basis for student presentations in the later part of each class. Local industry practitioners will be invited to give guest lectures.

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	e
Continuous Assessment*	100%					
1. Individual assignment	30%	✓	✓	✓		
2. Group project	20%	✓	✓	✓	✓	√
3. Group Presentation	25%				✓	✓
4. Peer appraisal	15%	✓	✓	✓	✓	✓
5. Participation	10%	✓	✓	✓	✓	√
Total	100 %		•	•	•	

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

Group project presentations and case analyses will require students to apply social media marketing concepts, communication skills and critical thinking to the kind of ambiguous issues and problems arise in actual local and global business environment. Individual assignment will assess student's ability to use analytical and critical thinking skills to evaluate the feasibility of a business concept and their ability to evaluate contemporary issues and the ethical dimension.

Student Study	Class contact:			
Effort Expected	■ Lectures	39 Hrs.		
	Other student study effort:			
	Self study	30 Hrs. (est.)		
	Pre-class preparation	26 Hrs. (est.)		
	■ Working on Assignment 1	4 Hrs. (est.)		
	■ Working on Assignment 2	6 Hrs. (est.)		
	Working on Group Project	12 Hrs. (est.)		
	Total student study effort			
Reading List and References	Hans Ruediger Kaufmann (2017). Encouraging parthrough evolutionary digital marketing: emerging a Global InfoSci e-book	•		
	2. Ian Dodspn. (2016). The art of digital marketing: the definitive guide to a strategic, targeted and measureable online campaigns. Wiley online eboo			
	3. Tracy L. Tuten and Michael R Solomon. (2015) <i>So</i> Angels: Sage.	cial Media Marketing, Los		

August 2022

Subject Code	MM584
Subject Title	Sales Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576)
Objectives	This subject is designed for students who desire a better grounding in the current theories and practices for developing and managing a sales force. The subject aims to study the topics of sales management from three perspectives: • The <i>first</i> perspective is to study the subject area from a managerial point of view. • The <i>second</i> one is to study the subject from a selling process approach. • Finally, the third perspective is to examine the relationship selling in international context. The subject will also develop students' creative thinking and CRM skills.
	This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).
Intended Learning Outcomes	 Upon completion of the subject, students will be able to: a. identify the nature of <i>managerial work</i> in a variety of forms of organization, and assess the impact of the external environment on managers' jobs; b. understand the essence of <i>selling and CRM behavior</i> and be able to assess the implications for the management of organizations and businesses. Understand essential elements of the <i>selling process</i>. Be able to evaluate the arguments surrounding social responsibility and ethical behaviour in business, and an enhanced awareness of the importance of such issues; c. apply concepts of sales management to <i>issues</i> related to international operations, for example, selling to the PRC market and global key account management. Have further developed their critical and creative thinking, and oral and written communication skills.
Subject Synopsis/ Indicative Syllabus	 Sales Management Relationship Selling
Teaching/Learning Methodology	Lectures will mainly be used to elaborate the key concepts and industrial practices. Students are encouraged to actively participate in class by asking questions and voicing their own opinion. Seminars will be student-centered. The seminar leader serves only as a moderator/facilitator for discussion and an arbitrator for arguments. The time will mainly be allocated for students' presentation of their projects or case studies. The focus will be on how good the students are able to apply theories in real situations.

Assessment Methods in	Specific assessment methods/tasks	% weighting			arning out	comes to		
Alignment with Intended Learning		88	a.	b.	c.	FF,		
Outcomes	Continuous Assessment*	50%						
	Role play, participation & English standard	15%		✓	✓			
	2. Group case report	10%	✓		✓			
	3. Individual assignment	15%	✓	✓	✓			
	4. Group project assignment	10%	✓	✓	✓			
	Examination	50%	✓	✓	✓			
	Total	100 %		l	•			
	*Weighting of assessment methods/tas subject lecturer.	sks in continuo	us assessm	ent may be	different, si	ubject to each		
	To pass this subject, students are required to obtain Grade D or above in the overall subject grade.							
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: The different assessment methods are designed to evaluate students' performance in terms							
	of the achievement of learning outcomes. **Individual Assignment:* Each student is assigned to collect relevant primary and secondary information in order to provide preliminary insight to a sales management problem.							
	Group Assignment: The class will be divided into groups of 5 students each. Each group will analyze and present a case & project findings. Feedback is given to students immediately following the presentations and all students are invited to join this discussion.							
Student Study	Class contact:							
Effort Expected	Lectures			39 Hrs.				
	Other student study effort:	Other student study effort:						
	Preparation for lectures					39 Hrs.		
	■ Preparation for assignment / group project and presentation / examination 78					78 Hrs.		
	Total student study effort	Total student study effort 15						
Reading List and References	Textbook Rosann L. Spiro; Gregory A. Rich and William J. Santon. "Management of a Sale Force", the most update version, McGraw-Hill							

Key Reference

Futrell, C., ABC's of Relationship Selling, 6th edition, McGraw-Hill, 2003.

Wong, Y.H. and Leung, T.K.P. (2001), *Guanxi Relationship Marketing in a Chinese Context*, International Business Press, The Haworth Press, New York, London.

Other References

Johnston M & Marshall, Sales Force Management, 7th edition, McGraw Hill, 2003.

Ingram T. N., LaForge R. W. & Schwepker C. H. *Sales Management: Analysis and Decision Making*, 5th edition, Dryden, 2004.

Subject Code	MM587
Subject Title	Consumer Behaviour
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	Consumer Behavior is designed for students who have some basic knowledge of marketing. The subject is aimed to develop students' conceptual and theoretical understanding of behavioral aspects of consumers and their strategic implications to marketers. This subject contributes to the achievement of the MSc MM Programme Outcome 3 (Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice).
Intended Learning Outcomes	 Upon completion of the subject, students will be able to: a. identify the major individual, social and cultural factors that affect consumers' decision making process; b. explain and analyze the major stages which consumers usually go through when making a consumption-related decision; c. understand the essence of how consumers make decisions and be able to assess the relevant implications for marketing practitioners. d. Gain basic understanding of how technology-driven innovation and artificial intelligence affect consumer behavior. Studying this subject will also help develop students' critical thinking, appreciation of cross-cultural differences, and oral and written communication skills.
Subject Synopsis/ Indicative Syllabus	Introduction to Consumer Behaviour Consumer Decision-Making Process (MAO, Problem Recognition; Judgmental and Decision Making; Post-Decision Processes) The Impact of technology-driven innovation and artificial intelligence in consumer decision making Consumer Information Processing Process (Exposure, Attention and Perception; Memory and Knowledge, Attitude Formation and Change) Social and Cultural Influences on Consumer Choice (Personality, Reference groups, Social influences, and Culture)
Teaching/Learning Methodology	Lectures and seminars are utilized. Lectures are used to instill in students the major concepts relating to the consumer decision making process. In the seminars, cases, experiments and other project oriented work involved the analysis of consumer behavior are employed to further students' understanding of the lecture materials.

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. Individual essay	15%	✓	✓	✓	✓	
2. Quizzes	30%	✓		✓	✓	
3. Seminar exercises / case discussions	15%	✓		✓	✓	
4. Class participation and contribution to class discussion	10%	√	√	√	√	
5. Group project and presentation	30%	√	√	✓	√	
Total	100 %					

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject will—

- Read the recommended materials;
- Discuss the issues brought up in the lectures/seminars;
- Understand the key theories that guide consumer information processing and decision-making processes, and know how to apply the theories to analyze real-world issues in critical and creative way.
- Discuss the implications of technology-driven innovation on consumer behavior in exercises
- Practice presenting their arguments and views logically and convincingly.
- Understand how technology may

Feedback is given to students immediately following the presentations and all students are invited to join this discussion.

Student Study	Class contact:				
Effort Expected	 Lectures 	39 Hrs.			
	Other student study effort:				
	Preparation for lectures	25 Hrs.			
	 Preparation for assignment / group project and presentation / examination 	45 Hrs.			
	Total student study effort	109 Hrs.			
Reading List and References	Main Text Wayne Hoyer, Deborah MacInnis, and Rik I 7th Edition, South-Western: CENGAGE Learn References Journal of Consumer Research Journal of Consumer Psychology Journal of Marketing Journal of Marketing Research	·			

August 2022

Subject Code	MM588
Subject Title	Brand Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite / Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576) or Essential Business Theories and Concepts (MM5001)
Objectives	This subject is designed to equip the students with a complete understanding of building and managing enduring brands in the new era. The concept of branding will be thoroughly examined from various perspectives, including the most current topics such as technology advancement, deployment of big data and AI, CSR and ESG, social media and e-Commerce, etc. making this subject highly relevant with practical values to business managers regardless of their disciplines and industries.
	Disruptive factors such as the digital revolution, sharing economy, and the COVID-19 pandemic will also be discussed to allow the students to keep abreast of the latest market dynamics and changing business operating environment.
	Being the second-largest economy globally and the key growth engine of the 21 st century, China will also be highlighted in the class to nurture the students to adopt a global vision, with the China market being an integral part of the strategy.
	Branding is a concept that applies not only to a product but to an organization, a country, or even a person. The instructor will illustrate the full spectrum of branding from the corporate to the personal levels, so the students can genuinely appreciate the strategic value of branding to both the organizations and individuals.
	This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. understand the importance of branding from a corporate and a consumer perspective; b. acknowledge brand equity as a valuable asset to foster sustainable growth of a company; c. introduce effective ways to communicate the brand value to promote customer loyalty; d. incorporate branding strategies to enhance a marketing plan.
Subject Synopsis/ Indicative Syllabus	 Brand Positioning and Personality Brand Equity Brand Values and DNA Branding Research Brand Strategy Brand Protection Brand Communication

Teaching/Learning Methodology

Students are required to provide their input at a postgraduate level by raising questions and participating in class discussions. The course consists of lectures, exercises, class discussions, case analyses, and a group project. The lectures will cover selected topics in branding and readings intended to supplement the material covered in class, provide insight into current thinking about the management of brands, and assist in preparing case analyses and the group project. Case analyses offer students the opportunity to deepen their understanding of brand management by applying it to a business situation. To benefit from and contribute to each session, it is essential for the students to read and prepare the required material for that session in advance.

To stimulate more interactions, students will be divided into groups to crack a business case during each session. And then, two to three groups will be invited to present their recommendations to the class. The winning team will be selected based on the students' real-time polling, which will be awarded a small prize to recognize their outstanding performance. Finally, the instructor will wrap up the discussion by sharing his views.

The students will also be tasked to study a topic assigned by the instructor beforehand. Then, they will take turns to share their crucial learning about the topic, thus putting the students in an active learning mode rather than being just a passive audience.

Finally, high-caliber speakers at CEO or Marketing Director level will be invited as guest speakers to share their brand-building experience with the students, allowing them to appreciate how theories can be applied in the real commercial world.

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 participation	5%	√	√	✓	✓	
2. Individual essay submission	15%	✓	✓	✓		
3. Mid-term	20%		✓	✓	✓	
Final group project – presentation and report submission	60%	✓	√	✓	✓	
Total	100 %			•	•	•

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

- Consider and analyse the issues and concepts which are presented in the lectures;
- Read relevant chapters of the recommended textbook and other support learning material including research journal articles, cases, newspaper reports, industry reports, etc.
- Appreciate that there are alternative approaches, perspectives and theories to deal with the strategic issues;

	 Undertake critical reflective thinking and practice about new ways of thinking at ways of strategic brand management. Interact with guest speakers based on the content shared Feedback will be given to students immediately following the presentations a students are invited to join this discussion. 						
Student Study	Class contact:						
Effort Expected	 Lectures 	39 Hrs.					
	Other student study effort:						
	 Preparation for lectures 	20 Hrs.					
	 Preparation for assignment / group project and presentation 	100 Hrs.					
	Total student study effort	159 Hrs.					
Reading List and References	Disruption by Royce Yuen; 2021; Routledge.A full set of lecture notes compiled by the instructor will downloading prior to the commencement of the course.Some of the lecture notes may only contain the heading at	Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption by Royce Yuen; 2021; Routledge. A full set of lecture notes compiled by the instructor will be uploaded on Moodle for free downloading prior to the commencement of the course. Some of the lecture notes may only contain the heading and key bullet points. There will be clear indication of the respective chapter and pages that the students should refer to for					
	Reading List and References						
	Keller, Kevin Lane, <i>Strategic Brand Management - Building, Measuring, and Managing Brand Equity</i> , Pearson International (the newest edition).						
	Keller, Kevin Lane (2008). <i>Best Practice Cases in Branding</i> , (3 rd Ed.), Upper Saddle River, NJ: Prentice-Hall						
	Lindstrom, Martin (2010). Brand Sense, Kogan Page						
	Gobe, Marc (2010). <i>Emotional Branding: The New Paral People</i> , Allworth Press.	Gobe, Marc (2010). Emotional Branding: The New Paradigm for Connecting Brands to People, Allworth Press.					
	Other notes provided by the lecturer.						
	*** This reading list is indicative only. Please do not buy any books before attending the class.						

Subject Code	MM589
Subject Title	Promotion and Advertising
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576)
Objectives	The subject is designed for students who are interested in gaining a more advanced level of understanding of the planning and implementation of various promotional vehicles. The subject is aimed to contribute to the MSc in Marketing Management Programme Outcomes in two ways. First, the content directly addresses the principles and practices of marketing, solving promotion problems in practice, and designing marketing strategies for the digital era. Second, the classroom activities and assessments develop students' teamwork and expertise in promotion and advertising Integrated Marketing Communication (IMC) was a concept that emerged in the 80's when advertising alone was no longer sufficient or the most cost-effective way to promote a brand or to drive sales growth. As a result, marketers have started to diversify their marketing effort to cover sales promotions, public relations, and direct marketing, etc., in response to the changing marketing landscape and consumer lifestyle. Yet "co-existence" is not the same as "integration". For example, having different marketing elements in the marketing plan does not always produce a genuine and workable integrated marketing plan. That is why it is paramount for marketers and business operators to understand the barriers to implementing IMC, of which a significant part of the issue is related to internal policy, corporate culture, and business practice. IMC has also been re-defined following the paradigm shift from the conventional marketing approach to a more customized and fluid model in the digital age. As such, it is critical for any enterprise to embrace the concept of IMC in its current state and be able to apply the key IMC principles in the planning, implementing, measuring, and managing of marketing activities in a holistic manner. This course is structured to examine the concept and evolution of IMC thoroughly by analyzing the values of each medium or discipline with a focus on advertising which is still accounting for a significant portion of the market
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. apply an IMC approach in the development of an overall advertising and promotional plan; b. analyze the changing global marketing communications environment in the digital era;
	c. develop insights into the characteristics of different forms of traditional and new marketing communications such as advertising, sales promotions, public relations,

	point-of-purchase communications, product placement, internet/viral marketing, mobile marketing, search marketing, KOL collaboration and experiential marketing; d. communicate value in goods and services in real-life marketing situations; e. enhance their creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign; f. develop skills in evaluating the effectiveness of a campaign.
Subject Synopsis/ Indicative Syllabus	The importance of using advertising and promotion to build brands / Analyzing how brand communication works and consumers respond / Exploring different forms of marketing communications such as advertising, sales promotions, public relations, point-of-purchase communications, mobile marketing, social media marketing, search marketing and experiential marketing / The social, ethical and legal issues in marketing communications / Establishing IMC Objectives and Budgeting / Developing an IMC Campaign / Monitoring, Evaluation, and Control / Thorough analysis of the new customer journey in digital era / In-depth investigation of the four types of media – paid, earned, owned and shared.
Teaching/Learning Methodology	It aims to examine the subject area from a communication perspective; variables within the promotion mix will be discussed in detail. The students must apply these communication skills to formulate an integrated marketing communication strategy. The first hour of lectures introduces the basic theories and their practical applications. The second hour of lectures provides an opportunity for further analysis of the concepts using real-life examples, videos, and case studies. The seminars give students the opportunity to raise their views on different marketing issues and situations through guided readings, assigned exercises, and group presentations in front of the whole class. Students' active participation is expected. Highly qualified external speakers from various marketing disciplines (from traditional to digital media, etc.) will be invited to share their viewpoints and experience to provide the students with an exceptional and rewarding experience by directly interacting with experts from various aspects of IMC.

Assessment
Methods in
Alignment with
Intended Learning
Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				o be	
		a.	b.	c.	d.	e.	f.
Continuous Assessment*	100%						
Class attendance and participation	5%	√	✓	✓	✓	✓	✓
2. Individual essay submission - English	15%	√		✓	✓	✓	
3. Mid-term	20%	✓	✓	✓	✓	✓	
4. Final group project – presentation and report submission	60%	√	√	√	√	√	√
Total	100 %		•	•	•	•	

^{*}Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject —

- Read the recommended materials (e.g., textbook, articles, cases);
- Discuss the issues brought up in the lectures;
- Appreciate different approaches that may be adopted in advertising and promotions;
- Apply creativity into formulation of an IMC strategy;
- Participate in class exercises/discussions.
- Interact with guest speakers based on the content shared

Feedback will be given to students immediately following the presentations and all students are invited to join the discussion.

Student Study Effort Expected

Class contact:	
 Lectures 	39 Hrs.
Other student study effort:	
 Preparation for lectures 	20 Hrs.
 Preparation for assignment / group project and presentation / examination 	100 Hrs.
Total student study effort	159 Hrs.

Reading List and References

Recommended Textbooks

Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption by Royce Yuen; 2021; Routledge (it is not compulsory to purchase but highly recommended).

A full set of lecture notes compiled by the instructor will be uploaded on Moodle for free downloading before the course begins.

Some of the lecture notes may only contain the heading and key bullet points. There will be a clear indication of the respective chapter and pages the students should refer to for the topic's complete content.

References/Periodicals

Journal of Advertising

Journal of International Advertising

Media: Asia's Media & Marketing (biweekly)

Admap (monthly)

Admango.com: It monitors advertising media Hong Kong. The database integrates advertisements' content, adspend data and analytics, providing advertising and marketing professionals with invaluable and timely marketing information.

Various newspapers, magazines, journal articles and web addresses will be referenced.

Subject Code	MM597
Subject Title	Marketing Management Dissertation
Credit Value	9
Level	5
Normal Duration	2-semester
Pre-requisite/ Co-requisite/ Exclusion/ Consecutive Subjects (2 semesters)	Marketing Research (MM586) or Research Methods (MM501) Marketing Management Dissertation (MM597)
Objectives	This subject aims to provide students with an opportunity to apply the concepts learned in the taught part of the course, to the analysis of a marketing-related topic of the student's own choosing. This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. critically analyse and synthesize existing research on a topic; b. design and implement a research methodology appropriate to the investigation of a given problem; c. apply conceptual knowledge to the analysis of a real marketing situation; d. work independently over an extended period on a sustained piece of research; e. appraise and critically evaluate evidence; f. arrange logically and communicate effectively the results of an investigation.
Subject Synopsis/ Indicative Syllabus	Project Proposal The content of the proposal should include the project title, a statement of the research problem/area, the aim(s) and objective(s) of the project, and information regarding the following: familiarity with relevant literature, the methodology proposed for data collection, the proposed analytical procedures to be used, an outline of the proposed chapters for the final project, and a schedule of the proposed work needs to be included. Final Dissertation In addition to the material introduced in the proposal, the dissertation should contain the body of evidence or data used in the analysis, and sufficient information regarding the treatment and interpretation of that evidence/data (e.g., Are the results summarised meaningfully and presented fairly with due consideration given to alternative plausible explanations? Have relevant techniques been employed to ensure the quality of the study's main findings? Are counter-intuitive findings acknowledged and accounted for?).
Teaching/Learning Methodology	We encourage close and frequent contacts between the student and the dissertation supervisor in the process of topic selection, framework development, as well as further qualitative/quantitative analytic validations. Customized supervision will be provided to the student depending on his/her progress in the process of preparing dissertation.

Assessment Methods in Alignment with	Specific assessment methods/tasks	% weighting		Intended subject learning outcomes to be assessed (Please tick as appropriate)						
Intended Learning Outcomes			a.	b.	c.	d.	e.	f.		
	Continuous Assessment*	100%								
	1. Continuous assessment	20%	✓	✓	✓	√	✓	✓		
	2. Project proposal	20%	✓	✓	✓	✓	✓	✓		
	3. Final dissertation	60%	✓	✓	✓	✓	✓	✓		
	Total	100 %								
	*Weighting of assessment methods subject lecturer. To pass this subject, student overall subject grade.									
	intended learning outcomes: The various methods are desig requirements as set out in the surfeedback is given to students preparation and following oral of	ned to ensurabject synops	e that is abov	all stud e. wing th	ents tak e each	ting this	s subjec	et meet the		
Student Study	Class contact:									
Effort Expected	Supervision / consultation / oral examination					42 Hrs.				
	Other student study effort:									
	Preparation for supervision / consultation						s in assessing the his subject meet the of the dissertation 42 Hrs. 42 Hrs. 44 Hrs. 168 Hrs. [ewbury Park: Sage, analysis: Vignettes 1990.			
	Preparation for proposal / report / oral examination						rent, subject to each or above in the in assessing the s subject meet the of the dissertation 42 Hrs. 42 Hrs. 48 Hrs. 168 Hrs. wbury Park: Sage, analysis: Vignettes 990. vsis: An Expanded Park, CA: Sage,			
	Total student study effort							168 Hrs.		
Reading List and References	Textbooks Gummesson, Evert. Qualitati 1991.	ve Methods i	n Man	agemen	t Resear	rch. Nev	wbury I	Park: Sage,		
	Miles, Matthew B. New methods for qualitative data collection and analysis: V and pre-structured cases, <i>Qualitative Studies in Education</i> , 3 (1), 37-51, 1990.							Vignettes		
	Miles, Matthew B. and A. Michael Huberman. <i>Qualitative Data Analysis: An Expanded Sourcebook</i> (2nd edition). Thousand Oaks: Sage, 1994.									
	Yin, Robert K. Case Study Research: Design and Methods. Newbury Park, CA: Sage, 1989.									
	Yin, Robert K. Applications of Case Study Research. Newbury Park: Sage, 1993.									

Journal References

Bonoma, Thomas V. Case research in marketing: Opportunities, problems, and a process, *Journal of Marketing Research*, 22 (May), 199-208, 1985.

Bourgeois, L. J. and Kathleen M. Eisenhardt. Strategic decision processes in high velocity environments: Four cases in the microcomputer industry, *Management Science*, 34 (7), 816-835, 1988.

Daft, Richard L. Learning the craft of organizational research, *Academy of Management Review*, 8 (4), 539-546, 1983.

Eisenhardt, Kathleen M. Building theories from case study research, *Academy of Management Review*, 14 (4), 532-550, 1989.

Miles, Matthew B. Qualitative data as an attractive nuisance: The problem of analysis, *Administrative Science Quarterly*, 24, 590-601, 1979.

Mintzberg, Henry. An emerging strategy of 'direct' research, *Administrative Science Quarterly*, 24 (December), 582-589, 1979.

Mintzberg, Henry and James A. Waters. Tracking strategy in an entrepreneurial firm, *Academy of Management Journal*, 25, 465-499, 1982.

Parkhe, Arvind. 'Messy' research, methodological predispositions, and theory development in international joint ventures, *Academy of Management Review*, 18 (2), 227-268, 1993.

Workman, John P. Marketing's limited role in new product development in one computer systems firm, *Journal of Marketing Research*, 30 (November), 405-421, 1993.

Subject Code	MM5971				
Subject Title	Practice of Marketing Management				
Credit Value	3				
Level	5				
Duration	1-semester				
Pre-requisite/	Pre-requisite: Marketing Management (MM576) and				
Co-requisite/ Exclusion	Consumer Behaviour (MM587)				
	Exclusion: Marketing Management Dissertation (MM597)				
Objectives	This individual project-based subject is to				
	 provide the student an opportunity to apply what she/he has learned to have an in-depth examination of a "real world" marketing practice/problem that is chosen by the student; strengthen skills to conduct a marketing study; develop industry domain and expert knowledge in a marketing area of her/his interest; consolidate a marketing specialty. 				
	This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing.).				
Intended Learning Outcomes	 Upon completion of the subject, students will be able to: collect information to identify a problem which is commonly faced by marketing professionals in the real world; conceptualize and develop a research framework; use primary or secondary data to address a problem; integrate knowledge learned through taught subjects and apply it to analysing and solving the identified problem; and manage a project and present results. 				
Subject Synopsis/ Indicative Syllabus	The student is to identify a marketing problem; She/he needs to approach an academic/teaching staff for supervision; The student must submit a proposal (before week 6) and a final report for assessment: Interest area and project direction: approach a supervisor before Week 3 (earlier meeting and discussion are highly encouraged). The student must collect relevant data (with guidance of the supervisor) and use regression or other statistical methods to analyse the data;				
	■ The proposal and final report shall be assessed according to the following criteria:				

- ➤ Does the project provide a clear definition of the problem or issue to be studied? Is this sufficiently within the scope of the student's award?
- ➤ Is there a good review of prior knowledge and research in the field? Is this review accurate, sufficiently critical, and of sufficient depth and breadth to provide a sound basis for the student's own work?
- Are the methods used (data collection and analysis, etc.) appropriate?
- ➤ Is conclusion drawn appropriately?
- ➤ To what extent does the project provide clear and actionable recommendations for management (either managers in a specific organisation or managers at large)?
- ➤ Overall, does the project demonstrate an effective application of knowledge in the field of study?

Teaching/Learning Methodology

Except for the written proposal and final report, there are no lectures or meetings in class. The project is under the guidance and supervision of an academic/teaching staff.

The supervisor guides the student in the areas of topic selection, readings, research methods, data collection, data analysis and overall project management; monitors the student's progress through periodic meetings; and grades the student's works. Regular consultation sessions between the supervisor and the student should be scheduled throughout the semester.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		1	2	3	4	5	
Continuous Assessment*	100%						
Proposal assessed by supervisor	10%	✓	✓	✓	√	✓	
Final report assessed by supervisor	50%	✓	✓	✓	√	✓	
Final report assessed by moderator	40%	✓	✓	✓	✓	✓	
Total	100 %						

^{*}Weighting of assessment methods/tasks in continuous assessment may be

different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

The proposal and final report will require students to apply marketing concepts/models/frameworks, communication skills and critical thinking

	to the identified marketing practice/problem which is often faced by marketing professionals in practice.					
Student Study Effort	Discussion with supervisor	14 Hrs.				
Expected	 Preparation for the project proposal and report 	108 Hrs.				
	Total student study effort					
Reading List and References	As advised by the supervisor.					

Subject Code	MM5995
Subject Title	MM MSc Career Workshop
Credit Value	0
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	The purpose of this workshop series is to provide value-adding leadership development for students admitted into the MSc programmes hosted in MM. It enhances self-awareness and sharpens students' preparation to assume leadership positions in their chosen fields.
Intended Learning Outcomes	Upon completion of the subject, students will be able to:a) develop a sense of self-awareness and enhance leadership skills;b) identify their strengths and weaknesses in the process of crafting their careers.
Subject Synopsis/ Indicative Syllabus	The workshop series introduces students to key components of career and leadership development and provides them with an opportunity to craft their own future through a journey of self-discovery guided by professionals. In the process, students develop skills that they will need for future leadership endeavours. This is also a channel through which they crystallize their learning experience and revisit their personal and professional goals.
Teaching/Learning Methodology	The focus of this workshop series is to guide students through a journey of self-discovery through a combination of coaching, assessments, career and leadership seminars, and personal reflection.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				lease		
(Note 4)	4)		a	b					
	Continuous Assessment	100%							
	Engagement in the coaching sessions and assessments		√	√					
	2. Self-assessment		✓	✓					
	Total	100 %							
	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:								
	To pass this subject, students are required to attend the workshop series and be an active participant in the process.								
	Self-awareness has long been considered, by experts ranging from the advisory council of Stanford Graduate School of Business to leadership scholars, as the single most important leadership capability to develop. Professional coaching and corresponding assessments that aid the process are common tools used by organizations to enhance self-awareness. Through the process, students will discover their strengths and weaknesses, and consider their future development paths.								
Student Study Effort	Class contact:								
Expected	 Coaching sessions 						6 Hrs.		
	Assessment and other seminars						10 Hrs.		
	Other student study effort:								
	Self-reflection						12 Hrs.		
	Total student study effort						28 Hrs.		
Reading List and References	Athanasopoulou, A., & Dopson, S. (2018). A systematic review of executive coaching outcomes: Is it the journey or the destination that matters the most? <i>The Leadership Quarterly</i> , 29, 70-88.								
	Clark, M. A., & Persily, M. (2021). Six Paths to Leadership: Lessons from Successful Executives, Politicians, Entrepreneurs, and More. Cham, Switzerland: Palgrave Macmillan.								
	Vandaveer, V. V., & Frisch, M. H. (2022). <i>Coaching Psychology: Catalyzing Excellence in Organizational Leadership</i> . Washington, DC: American Psychological Association.								

The information in this document is correct at the time of production (September 2023), and is subject to review and change.





