

Subject Description Form

Subject Code	MM2711
Subject Title	Introduction to Marketing
Credit Value	3
Level	2
Normal Duration	1-semester
Pre-requisite / Co-requisite/Exclusion	Exclusion: Introduction to Marketing (MM2BN05) or equivalent
Objectives	This core subject introduces the basic principles and concepts of Marketing. It provides an analytical foundation for further study of Marketing and also contributes to the BBA Programme Outcomes in two ways. First, the content directly addresses the <u>creation of value, ethics, cultural diversity and globalization</u> . Second, the classroom activities and assessments develop students' teamwork, ability to communicate in English, <u>analyse business situations by applying relevant conceptual frameworks and critical thinking</u> .
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> (a) Analyse diverse marketing situations and identify marketing opportunities and threats; (b) Apply marketing theories and models to practical marketing situations; (c) Evaluate ethical issues from a marketing perspective and suggest appropriate actions; (d) Appreciate the use of recent technology and tools in creating and delivering product values to customers (BBA Outcome 6); (e) Critically select and manage information, develop and present coherent arguments on marketing issues. (f) Explore different modes of learning, understand individual learning tendencies, observe possibilities for future learning in the workplace, and reflect on readiness for learning in professional contexts. (BBA Outcome 13)
Subject Synopsis/ Indicative Syllabus	<p>Overview of Marketing What is marketing and why is it important? The marketing process</p> <p>Developing Marketing Strategies and a Marketing Plan The marketing plan and strategic planning tools</p> <p>Marketing and Society Marketing's impact on individual consumers, society and other businesses Marketing ethics and corporate social responsibility</p>

UNDERSTANDING THE MARKET

Analyzing the Marketing Environment

The company's macro- and micro- environment

Consumer Behaviour

The consumer decision making process

Types of buying decision behaviour

Factors affecting consumer behaviour: cultural, social, personal, psychological

Business Buying Behaviour

Business to business markets

Business buyer behaviour

Factors affecting the buying process: buying centre, buying situations

Role of the internet in business-to-business marketing

Marketing Research and Information Systems

The marketing research process

Marketing information systems

VALUE CREATION

Market Segmentation, Targeting and Positioning

Market segmentation

Segmentation bases

Market Targeting

The positioning process and repositioning

Product and Services

Product and Service Classifications

Product Decisions

Product Lifecycle

Branding

Characteristics of services and their implications for marketing

Price

Considerations affecting pricing decisions

Major pricing strategies

New product pricing: skimming and penetration pricing

Price adjustment strategies

Distribution

Nature and importance of marketing channels

Channel design decisions: channel structure, distribution intensity

Channel management

Promotion

The communication process

AIDA model

Importance of integrated marketing communications

Designing the promotion mix

Setting the promotion budget

Teaching/Learning Methodology	<p>The two-hour weekly lecture aims to guide and promote students’ understanding of relevant concepts. The weekly one-hour tutorial activities include discussions on case studies, contemporary marketing topics and journal articles. Students will also work in groups to prepare and make presentations, and to critique the work presented by others. Emphasis is placed throughout on the application of theory to the solution of practical and realistic marketing problems in the local and global setting.</p>																																																																				
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="488 369 1511 1045"> <thead> <tr> <th data-bbox="493 369 829 569" rowspan="2"><i>Specific assessment methods/tasks</i></th> <th data-bbox="834 369 980 569" rowspan="2"><i>% weighting</i></th> <th colspan="6" data-bbox="985 369 1507 506"><i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i></th> </tr> <tr> <th data-bbox="985 512 1066 569">a</th> <th data-bbox="1071 512 1153 569">b</th> <th data-bbox="1157 512 1239 569">c</th> <th data-bbox="1243 512 1325 569">d</th> <th data-bbox="1330 512 1411 569">e</th> <th data-bbox="1416 512 1507 569">f</th> </tr> </thead> <tbody> <tr> <td data-bbox="493 575 829 632">Continuous Assessment</td> <td data-bbox="834 575 980 632">50%</td> <td colspan="6" data-bbox="985 575 1507 632"></td> </tr> <tr> <td data-bbox="493 638 829 695">1. Individual essay</td> <td data-bbox="834 638 980 695">15%</td> <td data-bbox="985 638 1066 695"></td> <td data-bbox="1071 638 1153 695"></td> <td data-bbox="1157 638 1239 695"></td> <td data-bbox="1243 638 1325 695">✓</td> <td data-bbox="1330 638 1411 695">✓</td> <td data-bbox="1416 638 1507 695">✓</td> </tr> <tr> <td data-bbox="493 701 829 800">2. Group project(s) and presentation</td> <td data-bbox="834 701 980 800">20%</td> <td data-bbox="985 701 1066 800">✓</td> <td data-bbox="1071 701 1153 800">✓</td> <td data-bbox="1157 701 1239 800">✓</td> <td data-bbox="1243 701 1325 800">✓</td> <td data-bbox="1330 701 1411 800">✓</td> <td data-bbox="1416 701 1507 800"></td> </tr> <tr> <td data-bbox="493 806 829 905">3. Individual contribution to class discussions</td> <td data-bbox="834 806 980 905">15%</td> <td data-bbox="985 806 1066 905"></td> <td data-bbox="1071 806 1153 905"></td> <td data-bbox="1157 806 1239 905"></td> <td data-bbox="1243 806 1325 905"></td> <td data-bbox="1330 806 1411 905">✓</td> <td data-bbox="1416 806 1507 905"></td> </tr> <tr> <td data-bbox="493 911 829 968">Examination</td> <td data-bbox="834 911 980 968">50%</td> <td data-bbox="985 911 1066 968">✓</td> <td data-bbox="1071 911 1153 968">✓</td> <td data-bbox="1157 911 1239 968"></td> <td data-bbox="1243 911 1325 968">✓</td> <td data-bbox="1330 911 1411 968">✓</td> <td data-bbox="1416 911 1507 968"></td> </tr> <tr> <td data-bbox="493 974 829 1031">Total</td> <td data-bbox="834 974 980 1031">100 %</td> <td colspan="6" data-bbox="985 974 1507 1031"></td> </tr> </tbody> </table> <p data-bbox="488 1045 1511 1115"><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p data-bbox="488 1150 1511 1255">To reflect the significant technology content in this subject, 10% (<i>or more</i>) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p data-bbox="488 1291 1511 1360">To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p data-bbox="488 1396 1511 1486">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the above methods are designed to ensure that all students –</p> <ul data-bbox="488 1522 1511 1696" style="list-style-type: none"> ▪ 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 and ▪ Participate in presenting the group’s views on a case/marketing situation. <p data-bbox="488 1732 1511 1801">Feedback is given to students immediately following the presentations. All students are also invited to join the discussion.</p>							<i>Specific assessment methods/tasks</i>	<i>% weighting</i>	<i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i>						a	b	c	d	e	f	Continuous Assessment	50%							1. Individual essay	15%				✓	✓	✓	2. Group project(s) and presentation	20%	✓	✓	✓	✓	✓		3. Individual contribution to class discussions	15%					✓		Examination	50%	✓	✓		✓	✓		Total	100 %						
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Student Study Effort Required	Class contact:	
	▪ Lectures	26Hrs.
	▪ Seminars	13 Hrs.
	Other student study effort:	
	▪ Preparation for tutorials and presentation	26 Hrs.
	▪ Reading and essay writing	21 Hrs.
	▪ Self study in preparation for exam	40 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p><i>Recommended Textbook and References</i></p> <p><i>Recommended Textbook</i> Kotler, P., Armstrong, G., Ang, S.H., Leong, S.M., Tan, C.T. and Wang, Y (2022) <i>Principles of Marketing: An Asian Perspective</i>, GlobalEdition, 5th edition, Pearson.</p> <p><i>References</i> Kerin, R. A., Hartley, S. W. and Rudelius, W. (2023), <i>Marketing</i>, 16th edition, Singapore, McGraw-Hill.</p> <p>Grewal, D. and Levy, M. (2021) <i>Marketing</i>, 8th Edition, New York, McGraw-Hill.</p> <p>Various newspapers, magazines, journal articles and web addresses will be referenced.</p>	

July 2024