

Subject Description Form

Subject Offering Department	Department of Management and Marketing
Subject Code	MM2B05
Subject Title	Introduction to Marketing
GUR Requirements	<input checked="" type="checkbox"/> Cluster Area Requirements (CAR) <input type="checkbox"/> Human Nature, Relations and Development <input checked="" type="checkbox"/> Community, Organization and Globalisation <input type="checkbox"/> History, Cultures and World Views <input type="checkbox"/> Science, Technology and Environment <input type="checkbox"/> Freshman Seminar <input type="checkbox"/> Healthy Lifestyle <input type="checkbox"/> Leadership & Intra-Personal Development (LIPD) <input type="checkbox"/> Languages and Communication Requirement (LCR) <input type="checkbox"/> Service-Learning
Reading/Writing Requirements in English/Chinese	<input type="checkbox"/> China-Study Requirement (CSR) More than 60% CSR-related content <input type="checkbox"/> Eligible for “English Writing” (EW) designation Include an extensive piece of writing (2,500 words) <input type="checkbox"/> Eligible for “Chinese Writing” (CW) designation Include an extensive piece of writing (3,000 characters) <input type="checkbox"/> Eligible for “English Reading” (ER) designation Include a reading of an extensive text (100,000 words or 200 pages) <input type="checkbox"/> Eligible for “Chinese Reading” (CR) designation Include a reading of an extensive text (100,000 characters or 200 pages) <input checked="" type="checkbox"/> None
Medium of Instruction	English
Credit Value	3
Level	2
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	Exclusion: Marketing and the Consumer (MM2791) or Introduction to Marketing (MM2711) or equivalent
Objectives	<p>Most human behaviour is directly or indirectly related to consumption. This subject aims to assist the student in becoming an informed consumer and a better business manager.</p> <p>The subject introduces the basic principles and concepts of Marketing and provides an analytical foundation for further study in this area. The content helps students gain better understanding of the creation of value in organizations, marketing ethics, cultural diversity and globalization. Classroom activities and assessments develop students' teamwork, ability to communicate in English, analyse business situations by applying relevant conceptual frameworks and creative thinking.</p> <p>In this subject, the following Community, Organization and Globalization cluster specific attributes are emphasised:</p>

	<ol style="list-style-type: none"> 1. Develop understanding of the behaviour of consumers as individuals and groups; 2. Recognise how customers in other regions may be similar or different from local customers; 3. Develop skills in working with others on problems that organizations face and 4. Understand how organizations attempt to balance growth with sustainability.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol 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; and e. Critically select and manage information, develop and present coherent arguments on marketing issues.
Subject Synopsis/ Indicative Syllabus	<p><i>Overview of Marketing</i> What is marketing and why is it important? The marketing process</p> <p><i>Developing Marketing Strategies and a Marketing Plan</i> The marketing plan and strategic planning tools</p> <p><i>Marketing and Society</i> Marketing’s impact on individual consumers, society and other businesses Marketing ethics and corporate social responsibility</p> <p>UNDERSTANDING THE MARKET <i>Analyzing the Marketing Environment</i> The company’s macro- and micro- environment</p> <p><i>Consumer Behaviour</i> The consumer decision making process Types of buying decision behaviour Factors affecting consumer behaviour: cultural, social, personal, psychological</p> <p><i>Business Buying Behaviour</i> 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</p> <p><i>Marketing Research and Information Systems</i> The marketing research process Marketing information systems</p> <p>VALUE CREATION <i>Market Segmentation, Targeting and Positioning</i> Benefits of segmentation Segmentation bases The segmentation process</p>

	<p>The positioning process and repositioning</p> <p>Product and Services Product and Service Classifications Product Decisions Product Lifecycle Branding Characteristics of services and their implications for marketing</p> <p>Price Considerations affecting pricing decisions Major pricing strategies New product pricing: skimming and penetration pricing Price adjustment strategies</p> <p>Distribution Nature and importance of marketing channels Channel design decisions: channel structure, distribution intensity Channel management</p> <p>Promotion The communication process AIDA model Importance of integrated marketing communications Designing the promotion mix Setting the promotion budget</p>
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<p>Teaching/Learning Methodology</p>	<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, related contemporary topics and journal articles. Students will also work in groups to prepare and make presentations, and to critique the work presented by others.</p>
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<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended Subject Learning Outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>50%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Individual essay</td> <td>15%</td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Group project(s) and presentation</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Individual contribution to class discussions</td> <td>10%</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>Examination</td> <td>50%</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="5"></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>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.</p>	Specific assessment methods/tasks	% weighting	Intended Subject Learning Outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	Continuous Assessment	50%						1. Individual essay	15%				✓	✓	2. Group project(s) and presentation	25%	✓	✓	✓	✓	✓	3. Individual contribution to class discussions	10%					✓	Examination	50%	✓	✓		✓	✓	Total	100 %					
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	<p>To pass this subject, students are required to obtain Grade D or above in the overall grade.</p> <p>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> <ol style="list-style-type: none"> 1. Read the recommended material; 2. Discuss the issues brought up in the lectures/seminars; 3. Appreciate the different approaches that may be adopted in solving marketing problems and 4. Participate in presenting the group’s views on a case/marketing situation. <p>Feedback is given to students immediately following the presentations. All students are also invited to join the discussion.</p>	
<p>Student Study Effort Required</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Lectures 	<p>26 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Seminars 	<p>13 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ Preparation for tutorials and presentation 	<p>26 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Reading and essay writing 	<p>21 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Self study in preparation for exam 	<p>40 Hrs.</p>
	<p>Total student study effort</p>	<p>126 Hrs.</p>
<p>Reading List and References</p>	<p><u>Books</u> Kotler, P., Armstrong, G., Ang, S.H., Leong, S.M., Tan, C.T., Yau, O.H.M. (2017) <i>Principles of Marketing: An Asian Perspective</i>, 4th Edition, Singapore, Pearson Education South Asia.</p> <p><u>References</u> Kerin, R. A., Hartley, S. W., Rudelius, W. and Lau, G.T. (2015), <i>Marketing in Asia</i>, 3rd Edition, Singapore, McGraw-Hill.</p> <p>Grewal, D. and Levy, M. (2019) <i>Marketing</i>, 6th Edition, New York, McGraw-Hill.</p> <p>Various newspapers, magazines, journal articles and web addresses will be referenced.</p>	