

Subject Description Form

Subject Code	MM4751
Subject Title	Marketing Strategy
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent
Objectives	<p>The objective of this course is to develop an understanding of the marketing actions undertaken by firms.</p> <p>It aims to enhance all-round development of students in the ability to integrate skills and knowledge learned from marketing and various functional areas to formulate effective marketing strategy and its implementation plan from a strategic perspective.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Identify underlying factors that must be considered when developing marketing strategy and understand different aspects of the domestic and global business environment that set the parameters of choice within which business organizations set objective and take actions. (BBA Outcome 14) b. Analyze business situations and problems, and the underlying marketing logic, by applying conceptual frameworks drawn from Marketing and general business practices leading to the development of marketing strategy. c. Understand industry structure and competitive position that determine a company's strategic leverage. d. Develop a clear and objective process (framework) whereby the formulation of the marketing strategy can be executed and communicated effectively. e. Develop effective English Communication in presentation of strategic recommendation with clear and strong rationale and argument.
Subject Synopsis/ Indicative Syllabus	<p>The first part of the course focuses on situation analysis (5Cs: company, customers, competitors, collaborators, and context), market opportunity identification, and formulating marketing strategy. It introduces the key constructs such as value of products, customers and brands, customer segmentation, and product positioning. Key learnings include a general structure for analyzing marketing problems and some specific tools. The second part of the course examines how to use these ideas to make specific decisions about the marketing mix (4Ps: product, price, promotion, and place). The class comprises the lecture, discussion between the students and the lecturer, and group discussion or presentations. The course provides the skills needed to design a marketing strategy and its implementation plan.</p>

Teaching/Learning Methodology

- Group presentation,
- Individual project,
- In-class exercises,
- Essay assignments.

Students are expected to prepare for class by reading the assigned chapters/articles. Lectures will be supplemented by class discussions on marketing problems and relevant recent occurrences, which students are expected to participate in. Students will be given individual assignments to complete and they are expected to form groups for a group project.

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. Group Presentation	25 %	✓	✓	✓	✓	✓
2. Individual project	25 %	✓	✓	✓	✓	✓
3. In-class exercises	15 %	✓	✓	✓		✓
4. Essay assignments	20 %	✓	✓	✓	✓	
5. Attendance and participation	15 %	✓	✓	✓	✓	✓
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: various methods are designed to ensure that all students taking this subject –

- get immediate feedback after class discussions and student presentations.
- are encouraged to develop their own strategic thinking instead of following what’s been given to them, and will be evaluated accordingly.
- are encouraged to establish clear rationale for all arguments and recommendations.
- are evaluated mainly on:
 - the strategic development process instead of the outcome,
 - applications of marketing concepts/frameworks in developing sound and effective marketing strategy instead of the knowledge of these concepts, i.e. they are assumed to have a good knowledge of these marketing concepts to begin with.

Student Study Effort Expected	Class contact:	
	<ul style="list-style-type: none"> ▪ Lectures ▪ In-class discussions 	26 Hrs. 13 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Reading and Preparation for lectures/discussions ▪ Preparation for Group Projects & Individual Assignments 	39 Hrs. 42 Hrs.
	Total student study effort	120 Hrs.
Reading List and References	<p><i>Recommended Textbooks and References</i></p> <p><i>Recommended Textbook</i> Kotler, Philip, and Kevin Keller. <i>Marketing Management</i>, 15th edition, Pearson, 2016. ISBN: 9780133856460</p> <p>!</p> <p><i>Additional Reference Book</i> Orville Walker and John Mullins – <i>Marketing Strategy (A Decision-Focused Approach)</i> – 8th edition, McGraw-Hill</p> <p><i>Reading List</i> Articles and handouts will be given during the semester and will be discussed in class.</p>	

August 2022