

Subject Description Form

Subject Code	MM4942
Subject Title	Marketing Capstone Project
Credit Value	6
Level	4
Normal Duration	2-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Marketing Research (MM3761) or equivalent
Role and Purposes	<p>The Capstone Project is designed to provide students an opportunity to demonstrate their capabilities in integrating all essential knowledge, skills and learning experience accumulated in the entire undergraduate study in the BBA (Hons) in Marketing programme.</p> <p>The aims of this Capstone project are to enhance students to apply and consolidate their generic competencies and professional knowledge learned by undertaking an investigation in the issues relating to marketing and business. Based on the learned research skills, students analyze the issues rigorously and present their findings logically and provide their critical discussion and feasible recommendations.</p> <p>This Capstone project helps students to prepare for professional practice in the workplace, for further academic pursuits, and for lifelong learning. It is directed toward cultivating the desired graduate attributes including critical thinking and problem-solving abilities, creativity and innovation, leadership and teamwork skills, and entrepreneurship.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Demonstrate their professionally-specific skills and knowledge needed to make an immediate contribution to the workplace and as a foundation for professional development; b. Conduct independent work requiring initiative in designing systematic study using effective and scientifically-sound investigative techniques, supported by information from primary and secondary sources; c. Integrate skills and knowledge from a range of subjects in identifying issues and providing innovative solutions that create values for relevant stakeholders, based on rigorous data analysis and logical inference from the analysis; d. Further develop and demonstrate written communication skills in English; e. Adopt an entrepreneurial perspective, identifying and evaluating business opportunities as they arise (BBA Outcome 4). f. Recognise the need for continual learning and self-improvement in the context of their respective subject disciplines, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals. (BBA Outcome 13)

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>The Capstone Project could be an investigation into a problem faced by an organization or an academic research project with underlying conceptual theories and rigorous research methodologies. The project should demonstrate the student’s ability to synthesize and apply the knowledge and skills acquired to real-world issues and opportunities. It should affirm the student’s ability to think critically and creatively, solve practical problems, demonstrate mastery and application of leadership and entrepreneurial thinking. Students’ peer and self-assessment of contribution to a group project will be implemented in order to facilitate students’ evaluative thinking in the process of project work, and to award individual marks for group members.</p> <p>The project can take on a diverse set of contents and formats. Specifically, there are two streams that students can follow:</p> <p>(1) <u>Academic Research Stream</u></p> <p>This stream targets underlying conceptual theories and rigorous research methodologies. Students are expected to determine their own project topics. Once the project topics are submitted, students will be matched with their respective project supervisors for further consultation. Projects can be conducted by TWO to THREE students, depending on the scope and scale of the project and on the approval of the respective project supervisors. In exceptional cases, ONE person projects are allowed. Regardless, independently-written individual reports must be submitted.</p> <p>(2) Consultancy Project Stream</p> <p>This stream focuses on topics identified by industry partners and experts. Students interested in this stream will go through rigorous selection process and will be provided with professional workshops. They will then be given a business problem by industry partners/experts to solve. Presentations to industry partners/experts are expected. Projects must be conducted by FOUR to SEVEN students, depending on the scope and scale of the project and on the approval of the respective project supervisors. Independently -written individual reports must be submitted.</p>
<p>Teaching/Learning Methodology</p>	<p>The Capstone Project is an original and independent study which requires students to integrate what they have learnt from various subjects in the BBA programme. The subject Marketing Research (MM3761) provides the foundation for the methods and research skills needed to carry out this project.</p> <p>For the Academic Research Stream, students attend an introductory briefing before embarking on this Capstone Project. They then choose a topic they wish to work on and design the research plan. The topic chosen may be adjusted after consultation with their supervisor. Students meet with their supervisors periodically to report their progress. They are also required to submit reports at different stages of the project.</p> <p>For the Consultancy Project Stream, students will need to attend a series of training workshop before meeting with industry partners/experts for deeper understanding of the problems to solve. Professional mentors will be assigned, and they work with project supervisors and industry partners/experts to negotiate the work schedules. Nevertheless, students will have a fair amount of freedom to design their work timeline. Students are required to submit progress reports as instructed by their supervisors.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	Continuous Assessment*	100%						
	1. Project Proposal	5%					✓	
	2. Interim Progress Report (Academic Research Stream) / Workshop Participation (Consultancy Stream)	10%		✓	✓	✓	✓	
	3. Final Report (Academic Research Stream) / Final Report and Presentation (Consultancy Stream)	50%	✓	✓	✓	✓	✓	
	4. Project Process & Discussion	20%		✓	✓			
	5. Individual Reflective Essay	15%						✓
	Total	100%						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Various methods are designed to ensure that all students taking this subject:-</p> <ul style="list-style-type: none"> ▪ meet the supervisor/mentor/industry partner regularly; ▪ participating proactively in the project process, including the development of theory and collection data for the Academic Research Stream, and the participation in training workshop and discussion of ideas for the Consultancy Project Stream; ▪ search for relevant journal articles, industry reports from published sources; ▪ develop project objectives and prepare the project proposal; ▪ conduct data collection independently; ▪ apply appropriate analytical techniques to analyze the data; ▪ interpret the findings appropriately; ▪ report the results in a clear and systematic manner; ▪ develop new insights in the business area; ▪ demonstrate leadership and entrepreneurship skills in developing a new business; and ▪ demonstrate communication skill in English report writing and/or presentation. <p>Feedback is given from supervisor during the regular meeting.</p>								
No formal lecture.								

Student Study Effort Expected	Student study effort:	
	▪ Meeting with Supervisor	20 Hrs.
	▪ Project Proposal, Progress Reports, and/or Workshop Participation	60 Hrs.
	▪ Data Collection/Analysis/Report Writing	180 Hrs.
	Total student study effort	260 Hrs.
Reading List and References	<p>1. Project Guidance Notes prepared by the Department.</p> <p>2. Students should find relevant references for the chosen research topic and supervisor may suggest readings.</p> <p><u>References</u></p> <p>Burns, A. C. and Veeck, A. Marketing Research, 9th edition, Pearson, 2020.</p> <p>Babin, B. J., d'Alessandro, S., Winzar, H., Lowe, B. and Zikmund, W. G. Marketing Research, Cengage Learning 2020</p> <p>Kristof Coussement and Asst. Nico. Marketing Research with IBM® SPSS Statistics: A Practical Guide, London: Routledge Ltd, 2016.</p> <p>Schindler, P. S. Business Research Methods, 14th edition, McGraw-Hill Education, 2021.</p>	

July 2024