

Subject Code	MM5764
Subject Title	Marketing
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	<p>This MBA course offers an introduction to the theory and practice of marketing, with aims to equip students with knowledge and insights of the marketing environment and marketing mix: product, price, promotion, and distribution. The course also introduces students to a wide range of current marketing topics, such as digital marketing, customer relationship management (CRM), brand equity management, and omnichannel management. In this course, students will be exposed to the complexities of consumer behaviors and marketing strategies, which a marketing manager needs to understand in order to make effective decisions.</p> <p>This course aims to enhance students' competence in applying concepts and techniques critically to analyze marketing cases and solve marketing problems (Critical Thinking and Decision Making - MBA Outcome 1). It also aims to foster students' ability to formulate creative and effective marketing strategies to succeed in today's competitive markets (Creator Mindset - MBA Outcome 3), equip students with the ability to communicate reasoned arguments effectively.</p>
Intended Learning Outcomes	<p>Upon completion of the course, students will be able to:</p> <ol style="list-style-type: none"> elaborate the major marketing concepts, strategies, and necessary tools to develop a marketing plan; recommend optimal marketing mix with market segmentation, targeting, and positioning; design marketing activities to achieve marketing objectives, and assess their impact on marketing performance in both the local and global settings; illustrate the use of latest technology in designing and implementing marketing strategies.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Marketing Fundamentals • Consumer Behavior • Product and Innovation • Branding • Advertising and Social Media • Distribution and Channels • Customer Relationship Management
Teaching/Learning Methodology	<p>The format for the course will be class lectures, followed by case discussions and/or group presentation sessions. Case studies are used extensively to enable students to synthesize marketing concepts and apply professional judgment to address complex real-world marketing problems. Active and collaborative participation is expected and strongly emphasized.</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.	
	Continuous Assessment*	100%					
	1. Class discussions	20%	✓	✓	✓	✓	
	2. Individual assignments	40%	✓	✓	✓	✓	
	3. Group project/case presentation	40%	✓	✓	✓	✓	
	Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Outcomes 1 and 3 are assessed by all three assessment items. Specifically, Individual Assignments will include individual-based report or reflection writeup that require students to identify marketing issues and generate creative solutions to address those issues with consideration of the design and delivery of the suggested solutions (MBA Outcome 3).</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>							
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	<p>Chernev, Alexander. <i>Strategic Marketing Management: The Framework</i>, Cerebellum Press, 2019.</p> <p>Kartajaya, Hermawan, Iwan Setiawan, and Philip Kotler. <i>Marketing 5.0: Technology for Humanity</i>, Wiley, 2021.</p> <p>Kotler, Philip and Gary Armstrong. <i>Principles of Marketing</i>, Pearson, 2020.</p> <p>Kotler, Philip and Kevin Keller. <i>Marketing Management, Global Edition</i>, Pearson, 2021.</p>						