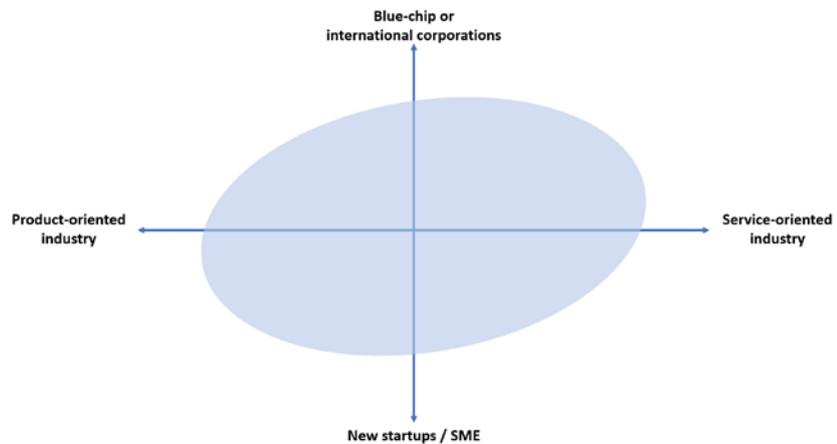


| | |
|---|---|
| Subject Code | MM5851 |
| Subject Title | Marketing Innovation and Industry Leadership |
| Credit Value | 3 |
| Level | 5 |
| Normal Duration | 1 semester |
| Pre-requisite/ Co-requisite/ Exclusion | Pre-requisite: Marketing Management (MM576) |
| Objectives | <ol style="list-style-type: none"> 1. To allow students to appreciate the strategic role and practical value of marketing for companies at their different stages of development, ranging from new start-ups to SMEs to blue chips. 2. To enrich students' knowledge and learning experience in the marketing discipline beyond textbooks by interacting directly with professional practitioners on how they tackle real business challenges by applying fundamental marketing principles. |
| Intended Learning Outcomes | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Be inspired by experienced professional practitioners with their leadership style and management skills and to learn how they tackle real business challenges with viable business strategies and marketing actions. b. Expose the students to a broad spectrum of industries and allow them to understand the market dynamics defining the future of the various sectors thus being able to create and improve customer values for better marketing planning. c. Appreciate the specific challenges faced by corporations to stay competitive and viable in terms of business performance in the changing marketing landscape, which can drive desirable consumer behaviour and loyalty. d. Immerse themselves into the real business context and apply the theories and knowledge they have learned in analysing the business operation of selective corporations and to develop an entrepreneurial mindset. e. To develop a holistic view of the macro factors affecting the global economy and learn to be agile and resilient to cultivate new horizons for the business development of various industries. <p>This subject contributes to the achievement of the MSc MM Programme Outcome 1 (Understand the principles and practices of management, marketing, and ethics, and develop entrepreneurship to apply theories to solve business issues that are increasingly affected by technologies).</p> |

**Subject Synopsis/
Indicative Syllabus**

This subject is intended to bridge the academic and business worlds. Students can interact directly with business leaders at the C-suite level or marketing department from various industries. Unlike the traditional practice of inviting professional practitioners as guest speakers, of which students are mainly acting as active listeners, this subject requires the students to study the respective industry and corporation prior to the sharing by the speaker and then serve as the facilitators to maximize the learning from the in-depth interrogation of the most critical issues faced by the corporation.

A total of ten senior executives of various backgrounds will be invited as speakers to empower the students to gain broad exposure to the most current and critical challenges faced by the different industries. As such, the students can appreciate the manifestation of marketing and its strategic role across a spectrum of industries (please refer to the chart below for the coverage of various industry sectors).



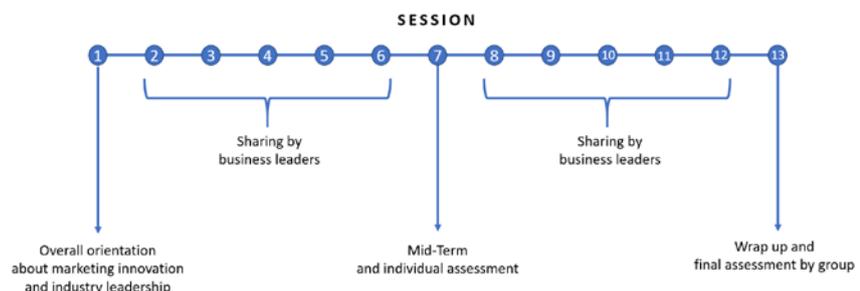
**Teaching/Learning
Methodology**

The thirteen sessions are utilized with a 1-5-1-5-1 approach, starting with an overall orientation of marketing innovation in today’s changing marketplace, followed by five back-to-back seminars.

Then there will be a mid-term test that requires the students to respond to questions related to the five presentations delivered by the speakers. This individual test allows students to self-reflect and demonstrate their intellectual and analytical abilities.

After that, there will be a second batch of five seminars followed by a final wrap-up session asking the students to work in groups to summarize their learnings based on the instructor’s moderation and discussion guidelines.

The following chart illustrates the structure of the course:



Each seminar session will consist of three parts, each taking up one hour. The first hour is the sharing by the guest speaker, followed by another hour

of interaction and moderation to be carried out by the students, guided and supported by the instructor. The last hour of the session is to focus on the next seminar. The students will exchange views and develop the framework for the discussion with the next speaker.

This total immersion model allows the students to embrace each seminar actively, thus maximizing their learning. The students can also expose to different leadership styles and be inspired by these seasoned executives on how they shoulder responsibilities and help their companies to continue to thrive.

| 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. Class attendance, participation and contribution | 10 | ✓ | ✓ | ✓ | | | |
| | 2. Moderate and facilitate the interaction and discussion with the guest speaker based on the research conducted about the concerned industry and corporation | 10 | ✓ | ✓ | ✓ | | | |
| | 3. Write up an individual post-seminar essay that summarizes how the seminar and the interaction with the speaker (to choose from one or up to three seminars) have reinforced and enhanced the learning and understanding of marketing management | 10 | | ✓ | ✓ | | ✓ | |

| | | | | | | | | |
|--|--|---------|----------|--|--|---|---|--|
| | 4. Mid-Term test (individual assessment) | 20 | | | | ✓ | ✓ | |
| | 5. Final case review and write-up (group assessment) | 50 | | | | ✓ | ✓ | |
| | 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>The above assessment method requires the students to immerse totally into the seminars not as a passive audience, but an active participant before, during and after the seminars. To be specific, they have to prepare for the seminars by conducting desk research about the concerned industry and the corporation prior to the seminars so they will understand the business context and will have a sufficient understanding of the market position of the corporation being examined. Then the students have to moderate the interaction with the speakers and by doing so to lead them to examine the various business issues and marketing topics from the perspective of a business leader. Finally, the students have to do self-reflection about the seminars so they can genuinely internalize the strategic frameworks and marketing implementations shared by the speakers.</p> <p>The assessment consists of both group and individual assessments thus allowing the students to learn from each other and also to develop their own perspective about marketing practice to step up as an independent thinker and also an open-minded and willing collaborator.</p> | | | | | | | | |
| Student Study Effort Expected | Class contact: | | | | | | | |
| | ▪ Seminars | 20 Hrs. | | | | | | |
| | ▪ Self-reflection and post-seminar reviews and discussions | 10 Hrs. | | | | | | |
| | Other student study effort: | | | | | | | |
| | ▪ Preparation for seminars and development of discussion guide | 40 Hrs. | | | | | | |
| | ▪ Research and discussion on marketing innovation and how companies remain resilient in changing operating environment | 35 Hrs. | | | | | | |
| | Total student study effort | | 105 Hrs. | | | | | |

Reading List and References

Appel Andrew, Pradeep AK, and Sthanunathan Stan (2018), *AI for Marketing and Product Innovation: Powerful New Tools for predicting Trends, Connecting with Customers, and Closing Sales*, Wiley.

Chan, Kim and Mauborgne, Renee (2017), *Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth*, Hachette Books

Chan, Kim and Mauborgne, Renee (2015), *Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant*, Harvard Business Review Press

Koelzer, Tim and Kurth, Kristin (2021), *Upstream Marketing: Unlock Growth Using the Combined Principles of Insight, Identity, and Innovation*, Schiller Place Press

Oct 2023