

Subject Code	MM674																																
Subject Title	Research Seminar in Marketing																																
Credit Value	3																																
Level	6																																
Pre-requisite/ Co-requisite/ Exclusion	None																																
Objectives	<ol style="list-style-type: none"> 1. Introduce students to “cutting edge” topics and literature in the field of marketing; 2. Generate a discussion which highlights recent developments, in terms of theory and practice, in the field of marketing. 																																
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the “cutting edge” topics and literature in the field of marketing; b. integrate marketing theories and marketing practices; c. demonstrate an ability to critique research methodologies and findings in the marketing literature. 																																
Subject Synopsis/ Indicative Syllabus	<p>The focus will be on current research directions in the following areas:</p> <ul style="list-style-type: none"> • Marketing strategy • Marketing communication • Consumer behaviour • International marketing • Branding • Distribution channels • Product innovation and diffusion • Relationship marketing • Services marketing 																																
Teaching/Learning Methodology	Student participation and discussion will be strongly encouraged.																																
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Take home assignments and in-class discussion</td> <td>100%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="4"></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 pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a.	b.	c.		Continuous Assessment*	100%					1. Take home assignments and in-class discussion	100%	✓	✓	✓		Total	100 %				
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students are assigned journal articles to read at home. They are then required to prepare written reviews on these articles. They also need to share and discuss these reviews in the class. This approach enables students to appreciate the latest marketing theories and concepts and their relevant managerial implications. It also gives students an opportunity to appreciate the strengths and weaknesses of various marketing investigations.</p>	
<p>Student Study Effort Expected</p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> ▪ Lectures and seminars 	<p>39 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> ▪ Preparation for lectures and seminars 	<p>39 Hrs.</p>
	<ul style="list-style-type: none"> ▪ Preparation for assignment / project and presentation 	<p>78 Hrs.</p>
	<p>Total student study effort</p>	<p>156 Hrs.</p>
<p>Reading List and References</p>	<p>The focus will be on reviewing and discussing journal articles dealing with relevant issues in the topic areas. Since the focus is on recent articles, the required readings will be updated frequently.</p>	