

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 (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	<p>It provides students the opportunity to integrate and synthesize marketing theories, principles, and techniques to explain the strategic marketing actions undertaken by firms.</p> <p>This course aims to enhance the all-round development of students in the ability to integrate skills and knowledge learned from marketing and various functional areas to formulate marketing strategy and its planning, from a strategic perspective, and to creatively review the effectiveness of the marketing strategies.</p> <p>The course will use a mixture of instruction, case discussion and presentation, in-class demonstration, and group projects.</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 in developing marketing strategy, and assess the strategic trade-offs of marketing decisions. Including 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 10) 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 (BBA Outcome 9) c. Understand industry structure and competitive position that determine a company's strategic leverage. d. To develop a clear and objective process (framework) whereby the formulation of the marketing strategy can be effectively executed and communicated. e. Determine what marketing strategy can realistically accomplish for a business and evaluate, from a strategic perspective, the appropriateness of a marketing strategy. f. To develop precise English Communication in presenting their strategic recommendation with clear and strong rationale and argument (BBA Outcome 1)

<p>Subject Synopsis/ Indicative Syllabus</p>	<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 quantitative 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 course provides the skills needed to design a marketing strategy and its implementation plan.</p> <p>The second part of the course focuses on several modern marketing issues: online market place, multi-channel management, marketing strategy in the data-rich world.</p>
<p>Teaching/Learning Methodology</p>	<ul style="list-style-type: none"> ▪ In-class quizzes, ▪ In-class case discussions, ▪ Group assignments & projects, ▪ Final project. <p><i>Group Formation</i> To get the most out of this course, you should form teams to prepare for the cases and to work on group projects. The target size is five (5) people. Group sizes of four and six are viable, but more than six or less than four are strongly discouraged. I also encourage you to keep a good level of diversity within the group.</p> <p><i>Class Participation</i> A good portion of class time will be devoted to analyzing assigned cases. The case method is one of the most effective means of sharpening your decision-making skills. You should read and analyze these cases carefully and come to class prepared to provide your assessments of the situation and arguments for the proposed solution. The situations in the cases are complex. It is likely that your classmates will have different views and opinions about how to deal with the case problem. I will encourage your classmates to raise up their views, as real learning takes place when you see how others address a problem about which you have thought carefully. The better you are prepared, the more you learn.</p> <p>The best way to prepare is to discuss the case within your study group. In each session, students will be randomly selected to start the case discussion. The selected student represents his/her study group. The student can choose whether he/she would like to invite group members join the public discussion to the entire class.</p> <p>Quality of the class participation is most important. Therefore, apart from case discussion, I will also cold-call during the lectures (in-class quizzes).</p> <p><i>Final Project</i> Each student will be required to complete a paper proposal based on a real world marketing issue that interests him/her. Detailed instruction will be provided during the last lecture.</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*	70%						
	1. Group Projects	40 %	✓	✓	✓	✓	✓	✓
	2. In-class quizzes	10 %		✓			✓	✓
	3. Individual attendance and class participation	20 %		✓			✓	✓
	Examination – final project	30%	✓	✓	✓	✓	✓	✓
	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 Continuous Assessment and Exam components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ Immediate feedbacks are given to students after class discussions and students presentations. ▪ Students are encouraged to develop their own strategic thinking instead of following what’s been given to them, and they will be evaluated accordingly. ▪ Students are encouraged to establish clear rationale for all arguments and recommendations. ▪ Evaluations will focus mainly on: <ul style="list-style-type: none"> ○ 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 ▪ Case discussions 		<p style="text-align: right;">26 Hrs.</p> <p style="text-align: right;">13Hrs.</p>					
	Other student study effort:							
	<ul style="list-style-type: none"> ▪ Reading and Preparation for lectures/ Case discussions ▪ Preparation for Group Projects & Individual Final Paper Proposal 		<p style="text-align: right;">39 Hrs.</p> <p style="text-align: right;">42 Hrs.</p>					

	Total student study effort	120 Hrs.
Reading List and References	<p><i>Recommended Textbook</i> Kotler, Philip, and Kevin Keller. <i>Marketing Management</i>. 13th ed. Prentice Hall, 2008. ISBN: 9780136009986 Best, Roger J. <i>Market-Based Management – Strategies for Growing Customer Value and Profitability</i>. 5th ed. Prentice Hall, 2009. ISBN: 9780132336536.</p> <p><i>Reading list</i> Required case studies and handouts are assigned throughout the semester and will be discussed in class.</p>	