

Subject Description Form

Subject Code	MM2711
Subject Title	Introduction to Marketing
Credit Value	3
Level	2
Normal Duration	1-semester
Pre-requisite / Co-requisite/Exclusion	Exclusion: Marketing and the Consumer (MM2791) or Introduction to Marketing (MM2B05) or equivalent
Role and Purposes	This core subject introduces the basic principles and concepts of Marketing. It provides an analytical foundation for further study of Marketing and also contributes to the BBA Programme Outcomes in two ways. First, the content directly addresses the <u>creation of value (Outcome 8), ethics (Outcome 4), cultural diversity and globalization (Outcome 2).</u> Second, the classroom activities and assessments develop students' teamwork, ability to communicate in English, <u>analyse business situations by applying relevant conceptual frameworks (Outcomes 10) and creative thinking (Outcome 3).</u>
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> (a) Analyse diverse marketing situations and identify marketing opportunities and threats (BBA Outcome 2); (b) Apply marketing theories and models to practical marketing situations (BBA Outcome 3); (c) Evaluate ethical issues from a marketing perspective and suggest appropriate actions (BBA Outcome 4); (d) Analyse and/or suggest ways to create value in goods and services and deliver these to customers (BBA Outcome 8); (e) Critically select and manage information, develop and present coherent arguments on marketing issues.
Subject Synopsis/ Indicative Syllabus	<p>Overview of Marketing What is marketing and why is it important? The marketing process</p> <p>Developing Marketing Strategies and a Marketing Plan The marketing plan and strategic planning tools</p> <p>Marketing and Society Marketing's impact on individual consumers, society and other businesses Marketing ethics and corporate social responsibility</p> <p>UNDERSTANDING THE MARKET Analyzing the Marketing Environment The company's macro- and micro- environment</p>

	<p>Consumer Behaviour The consumer decision making process Types of buying decision behaviour Factors affecting consumer behaviour: cultural, social, personal, psychological</p> <p>Business Buying Behaviour Business to business markets Business buyer behaviour Factors affecting the buying process: buying centre, buying situations Role of the internet in business-to-business marketing</p> <p>Marketing Research and Information Systems The marketing research process Marketing information systems</p> <p>VALUE CREATION Market Segmentation, Targeting and Positioning Benefits of segmentation Segmentation bases The segmentation process The positioning process and repositioning</p> <p>Product and Services Product Lifecycle Branding Characteristics of services and their implications for marketing</p> <p>Price Considerations affecting pricing decisions Major pricing strategies New product pricing: skimming and penetration pricing Price adjustment strategies</p> <p>Distribution Nature and importance of marketing channels Channel design decisions: channel structure, distribution intensity Channel management</p> <p>Promotion The communication process AIDA model Importance of integrated marketing communications Designing the promotion mix Setting the promotion budget</p>
<p>Teaching/Learning Methodology</p>	<p>The two-hour weekly lecture aims to guide and promote students’ understanding of relevant concepts. The weekly one-hour tutorial activities include discussions on case studies, contemporary marketing topics and journal articles. Students will also work in groups to prepare and make presentations, and to critique the work presented by others. Emphasis is placed throughout on the application of theory to the solution of practical and realistic marketing problems in the local and global setting.</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
	Continuous Assessment	50%					
	1. Individual essay	15%			✓		✓
	2. Group project(s) and presentation	25%	✓	✓	✓	✓	✓
	3. Individual contribution to class discussions	10%					✓
	Examination	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 BOTH the Continuous Assessment and Examination components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the above methods are designed to ensure that all students -</p> <ul style="list-style-type: none"> ▪ Read the recommended material; ▪ Discuss the issues brought up in the lectures/seminars; ▪ Appreciate the different approaches that may be adopted in solving marketing problems and ▪ Participate in presenting the group's views on a case/marketing situation. <p>Feedback is given to students immediately following the presentations. All students are also invited to join the discussion.</p>							
Student Study Effort Required	Class contact:						
	▪ Lectures		26Hrs.				
	▪ Seminars		13 Hrs.				
	Other student study effort:						
	▪ Preparation for tutorials and presentation		26 Hrs.				
	▪ Reading and essay writing		21 Hrs.				
	▪ Self study in preparation for exam		40 Hrs.				
	Total student study effort			126 Hrs.			

**Reading List and
References**

Recommended Textbook

Kotler, P., Armstrong, G., Ang, S.H., Leong, S.M., Tan, C.T., Yau, O.H.M. (2017) ***Principles of Marketing: An Asian Perspective***, 4th Edition, Singapore, Pearson Education South Asia.

References

Kerin, R. A., Hartley, S. W., Rudelius, W. and Lau, G.T. (2013), ***Marketing in Asia***, 2nd edition, Singapore, McGraw-Hill.

Grewal, D. and Levy, M. (2012) ***Marketing***, 3rd Edition, New York, McGraw-Hill.

Various newspapers, magazines, journal articles and web addresses will be referenced.