

Subject Description Form

Subject Code	MM4741
Subject Title	Market Decision Analysis
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	None
Role and Purposes	This module is offered to provide various topics in the areas of market decision making including market segmentation, new product development, innovation, and new market entry analysis.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none">a. have an integrated view of the development and use of strategic schema for marketing decision-making. (BBA Outcomes 2, 3, & 6)b. analyze marketing decisions with a systematic approach. (BBA Outcome 8)c. analyze competitive forces in multi-product markets and build proactive marketing-decision programme. (BBA Outcome 10)
Subject Synopsis/ Indicative Syllabus	Product market structure analysis / Market segmentation decision / New product development / New product-market entry decision / Strategic response to markets
Teaching/Learning Methodology	Students are required to read pre-assigned reading materials and prepare for proactive and interactive discussions during the class. A team/individual will be assigned for each class time to present and to lead the class discussion and the lecturer will provide introduction of the topics and comment on the presentation and discussion during the class.

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
	Continuous Assessment	100%			
	1. Term project	35%	✓		✓
	2. Quiz	45%	✓	✓	✓
	3. Homework/ Presentation and Participation	20%		✓	
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 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"> ▪ 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; ▪ Participate in presenting the group’s views on a case/marketing situation. <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>					
Student Study Effort Required	Class contact:				
	▪ Lectures		39Hrs.		
	Other student study effort:				
	▪ Preparation for lectures		39Hrs.		
	▪ Preparation for assignment / group project and presentation		79Hrs.		
Total student study effort			157Hrs.		
Reading List and References	<p>Textbook <i>Analysis for Marketing Planning</i>, 7th ed. (authored by Donald R. Lehmann and Russell S. Winer), McGraw-Hill/Irwin (2008); or Similar One.</p>				