

# The Hong Kong Polytechnic University

## Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

<b>Subject Code</b>	MM674
<b>Subject Title</b>	Research Seminar in Marketing
<b>Credit Value</b>	3
<b>Level</b>	6
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<ol style="list-style-type: none"><li>1. Introduce students to “cutting edge” topics and literature in the field of marketing;</li><li>2. Generate a discussion which highlights recent developments, in terms of theory and practice, in the field of marketing.</li></ol>
<b>Intended Learning Outcomes</b> <i>(Note 1)</i>	Upon completion of the subject, students will be able to: <ol style="list-style-type: none"><li>a. understand the “cutting edge” topics and literature in the field of marketing;</li><li>b. integrate marketing theories and marketing practices;</li><li>c. demonstrate an ability to critique research methodologies and findings in the marketing literature.</li></ol>
<b>Subject Synopsis/ Indicative Syllabus</b> <i>(Note 2)</i>	The focus will be on current research directions in the following areas: <ul style="list-style-type: none"><li>• Marketing strategy</li><li>• Marketing communication</li><li>• Consumer behaviour</li><li>• International marketing</li><li>• Branding</li><li>• Distribution channels</li><li>• Product innovation and diffusion</li><li>• Relationship marketing</li><li>• Services marketing</li></ul>
<b>Teaching/Learning Methodology</b> <i>(Note 3)</i>	Student participation and discussion will be strongly encouraged.

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b> (Note 4)	<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><b>Continuous Assessment*</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Class participation</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Reading discussion</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Idea presentation</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>4. Term paper</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="4"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a.	b.	c.		<b>Continuous Assessment*</b>	<b>100%</b>					1. Class participation	25%	✓	✓	✓		2. Reading discussion	25%	✓	✓	✓		3. Idea presentation	25%	✓	✓	✓		4. Term paper	25%	✓	✓	✓		Total	100 %				
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<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><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <p>Students are expected to participate in all class sessions and be active in the classroom. Before each session, they are expected to read the papers on the reading list and provide answers to a few discussion questions. Students are also expected to generate at least one research idea based on each session's research topic. These research ideas will be assessed and discussed in class and each student need to elaborate on their best research idea to draft a term paper and present this idea formally at the end of this course. This format of teaching enables students to appreciate the latest research theories and concepts in marketing and gives students an opportunity to generate their own unique research ideas, which could potentially lead to research publications in the future.</p>																																															
<b>Student Study Effort Expected</b>	Class contact:																																														
	<ul style="list-style-type: none"> <li>▪ Lectures and seminars</li> </ul>	39 Hrs.																																													
	Other student study effort:																																														
	<ul style="list-style-type: none"> <li>▪ Preparation for lectures and seminars</li> </ul>	39 Hrs.																																													
	<ul style="list-style-type: none"> <li>▪ Preparation for assignment / project and presentation</li> </ul>	78 Hrs.																																													
Total student study effort		156 Hrs.																																													
<b>Reading List and References</b>	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.																																														

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.