

Subject Code	MM576
Subject Title	Marketing Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This subject provides an introduction to the theory and practice of Marketing at a post-graduate level. The idea is to give students who may have little previous exposure to Marketing a basic working knowledge of the typical marketing environment and marketing mix: product, price, promotion and distribution. The subject is also designed to introduce students to a wide range of current topics, such as customer relationship management (CRM), brand equity management, service marketing, internet marketing, and database marketing, etc. A broad range of marketing topics is conducted with an emphasis on the concepts, which a marketing manager needs to understand in order to make effective decisions.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. design marketing activities in an organization, and assess their impact on marketing performance in a global setting; b. develop strategies to achieve marketing objectives; c. apply market segmentation, targeting and positioning with optimal marketing mix; d. communicate marketing strategies effectively; e. evaluate the ethical issues that relate to marketing.
Subject Synopsis/ Indicative Syllabus	<p><u>The Scope of Marketing</u> Exchange and transactions, company orientations towards the marketplace and the fundamental marketing concepts, trends and task. Marketing ethics and social responsibilities.</p> <p><u>Developing Marketing Strategies and Plans</u> A Holistic Marketing Orientation and Customer Value. The role of marketing in strategic planning.</p> <p><u>Gathering Information and Scanning the Environment</u> Analyzing the marketing environment. The Marketing Information System.</p> <p><u>Creating Customer Value</u> Building customer value, satisfaction and loyalty and cultivating customer relationship.</p> <p><u>Analyzing Consumer and Business Markets</u> Segmentation, market targeting and positioning. Building a strong branding strategy.</p> <p><u>Developing the Marketing Mix</u> Setting the product, price, place and promotion strategies.</p>
Teaching/Learning Methodology	The format for the course will be class lectures, followed by case discussion and/or group presentation sessions. Besides the textbook specified in this course outline, selected journal articles will be provided to students that cover a wide range of marketing topics. The intention is to allow students to absorb viewpoints from various scholars and learn to appreciate academic research studies. Students are expected to review the

	articles beforehand and share their views during class discussions. Active participation is fully encouraged.						
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. Class participation and contribution	10%	✓	✓	✓	✓	✓
	2. Individual assignment	15%	✓	✓	✓	✓	✓
	3. Group project/case presentation	25%	✓	✓	✓	✓	✓
	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 the overall subject grade.</p> <p>To help students understand both the principles and practices of marketing, the students will be required to <u>analyze and write reports based on group projects and/or case studies</u>. The presentations, the reports and other written assignments will improve their <u>critical and creative thinking</u> and <u>effective communication</u>. The examination will also require students to demonstrate a <u>global outlook</u> and identify the <u>ethical issues</u> which arise in respect of marketing activities.</p>							
Student Study Effort Expected	Class contact:						
	▪ Lectures	39 Hrs.					
	Other student study effort:						
	▪ Preparation for lectures	42 Hrs.					
	▪ Preparation for assignment / group project and presentation / examination	54 Hrs.					
	Total student study effort		135 Hrs.				
Reading List and References	<p><u>Main References</u> Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M. and Tan, C. T., <i>Marketing Management: An Asian Perspective</i>, Pearson, the latest edition.</p> <p>Kotler, P., Armstrong, G., Ang, S. H., Tan, C. T., Yau, O. H-M., and Leong, S. M., <i>Principles of Marketing: An Asian Perspective</i>, Pearson, the latest edition.</p>						

Other References

Ries, Al and Trout, Jack (1986). *Positioning*, McGraw-Hill, Inc.

Various marketing journal articles, magazine and newspaper clippings, and web information will be referenced.