

different types of food, and the effect of processing, storage and cooking on their nutritional values; (3) food hygiene and food safety; (4) the importance of achieving a balanced nutritional state from choosing the right diet.

**MHM 7131 Practicum (1,1.5,0)**  
見 / 實習

**MHM 7132 Practicum (1,1.5,0)**  
見 / 實習

In the course of practicum, students are expected to comprehensively use their knowledge and skills they have acquired in the previous taught courses into the practical complexes, through which they may achieve much better understanding on what they have learnt in the classroom. As such, a number of visits and practices of students will be arranged in various organizations in Hong Kong and the mainland. And, emphases of the practicum will be in rehabilitation care, as well as the physical health assessment and public health education.

**MHM 7141 Dissertation (1,\*,\*)**  
專題論文

**MHM 7142 Dissertation (2,\*,\*)**  
專題論文

The course aims to train students to have experience and ability of conducting research project in personal health studies, as well as to write dissertation under supervision. A research project in personal health management consisting literatures review, case studies, health survey and others will be selected by students with consultation of their supervisors. By comprehensively utilizing the learnt knowledge and trained skills in the previous courses and practicum, appropriate methods in selection of the research project and performing the studies will be implemented by students under supervision.

**MKT 1110 Understanding Marketing (3,3,0)**

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

**MKT 2120 Entrepreneurial Marketing (3,3,0)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

**MKT 2310 Marketing Management (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this course examines the importance of marketing concepts in an organization, the marketing management functions of planning, organization and control, and the need to satisfy consumers through the development of an effective marketing mix. Emphasis is on the entire marketing programme in order to develop the basic skills required to make optimal marketing decisions.

**MKT 2330 Marketing Research (3,3,0)**

Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course introduces (1) the role, importance and limitations of marketing research; (2) basic procedures of marketing research;

(3) various research techniques commonly used in marketing research; and (4) applications of marketing research.

**MKT 2350 Consumer Behaviour (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

The purpose of this course is to study the overall consumer decision-making process. Consumer decision determines the sales and profits of a firm; through the understanding of consumer behaviour, students are better equipped for more sophisticated marketing decision-making. Major areas covered are: the consumer as an individual, consumers in their social and cultural settings, the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

**MKT 2360 Marketing Practicum (3,\*,\*)**

Prerequisite: MKT 2310 Marketing Management

This course aims to provide students an opportunity to acquire real-life hands-on business experience related to various issues and activities associated with an organization's marketing function. Under the guidance of both a faculty member and a project sponsor (a for profit or non-profit organization), students will form a practicum team and engage in an ad hoc project that is primarily related to the sponsor's marketing activities. The practicum placement is expected to take up no less than 120 hours to complete, and it may or may not be paid. Students will be given an "S" grade for satisfactory completion of the course or a "U" grade for unsatisfactory performance.

**MKT 2770 Marketing Internship (3,\*,\*) (E)**

Antirequisite: BUS 2770 Business Internship or ACCT 2770 Accounting Internship

Prerequisite: MKT 2310 Marketing Management

This course aims to provide students an opportunity to gain real-life working experience related to the various issues and activities associated with an organization's marketing function. Under the guidance of both faculty and workplace supervisors, students will work in an organization as interns and complete with assignments that are primarily related to the organization's marketing activities. The internship assignment is expected to take up no less than 120 hours to complete, and it may not be paid.

**MKT 3110 Marketing Research Methods (3,3,0) (E)**

Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course enables students to build up solid theoretical and practical foundations of marketing research. Students will learn how to systemically apply qualitative and quantitative approach in collecting and analysing data for marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a marketing research project.

**MKT 3310 Marketing Communications and Social Media (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

This course enables students with the necessary knowledge, skills and independence of thought so that they can appreciate the role of marketing communication within its broader context, and critically evaluate marketing communication theories and models before applying them to practical marketing situations. Particular attention is drawn to the increasingly important role of social media in marketing communications.

**MKT 3320 Strategic Marketing (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies. This course balances theories and practices. Apart from lectures, it also utilizes other means, such as case studies, guest talks, computer simulation, to enhance students' critical thinking abilities, problem solving capabilities and effective communication skills. To familiarize students with current marketing situations, marketing issues in Hong Kong and China are examined.

**MKT 3410 Marketing for Social Enterprise (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

This course offers a survey of marketing functions and a framework for organizing, planning and implementing marketing strategies in social enterprise. Special treatment is given to the important areas of marketing research and marketing communications. The course also provides in-depth treatment of the most important marketing activities such as direct marketing, fund raising, special events, attracting major gifts, and volunteer recruitment.

**MKT 3610 Marketing in Computer-Mediated Environments (3,3,0)**

This course provides students with concepts and tools necessary to understand and practise eMarketing by means of lectures, case discussions and group activities. An interactive teaching approach has been adopted in order to enhance students' critical thinking, effective communication, logical deduction, and problem solving capabilities.

**MKT 3620 Customer Relationship Management(3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

This course introduces students to the theories and practices of customer relationship management. Students are learned how to translate the CRM business strategy into marketing and how to build analytical CRM and enable organizational processes. Emphasis is placed on customer profiling, buyer motivation, customer communications, customer service centre operations, customer databases, different CRM strategies, and the role of measuring and managing customer satisfaction and loyalty.

**MKT 3630 Brand Management (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this programme, students should understand the nature and importance of branding building in marketing practice. In addition, they should also possess the strategic thinking and techniques in developing and managing brands that enhance an organization's marketing competence.

**MKT 3700 Event Marketing (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

**MKT 3810 Sales Management (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

Effective management of a company's sales force is essential to the successful implementation of its overall marketing plan. This course provides students with an overall understanding of the role of sales management in a corporation and the theories as well as the empirical practices in managing sales force effectively.

**MKT 3820 Retailing (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

This course aims at providing students with the understanding of the critical role that retailing plays in the business world and how retailing can be coordinated with other marketing mix elements to further enhance the marketing functions. Both the current retailing practices and the general retailing theories are described in order to provide students with the necessary insight to operate a retail establishment successfully.

**MKT 3830 Global Marketing (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

Global marketing addresses global issues that challenge today's international marketer and describes the concepts relevant to all international marketers regardless of the extent of their international involvement. This course aims at students up-to-date with the changes facing businesses now and into the future.

As global economic growth occurs, understanding marketing in all cultures is increasingly important. Progress toward the single market in Europe has continued, the former communist countries have continued to embrace free markets, a number of symptoms including major declines in currency values and widespread bankruptcy of highly leveraged firms that had taken on an enormous burden of dollar debt to finance of dubious expansion projects. These are not simply news reports but changes that affect the practice of business worldwide.

**MKT 3840 Business to Business Marketing (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

The business-to-business arena entails a complex market of commercial enterprises, public organizations and government institutions. This course aims to teach the students to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student with an overall understanding of the different components in the B2B market. Last but not least, it enables the student to learn the theories and practical skills in designing and managing the B2B marketing strategy effectively.

**MKT 3850 Marketing in China (3,3,0) (P)**

Prerequisite: MKT 2310 Marketing Management

This course aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.

**MKT 3860 Services Marketing (3,3,0) (E)**

Prerequisite: MKT 2310 Marketing Management

This course provides students with the up-to-date philosophies and practices of services marketing. An overview of the services marketing process and its differences from the marketing of customer products will be presented. Topics will also include the issues of quality control and customer satisfaction.

**MKT 3880 Qualitative Marketing Research (3,3,0)**

Prerequisite: MKT 3110 Marketing Research Methods

This course enables students to build up solid theoretical and practical foundations of qualitative marketing research (QMR). Specifically, students will learn to distinguish the roles and limitations of qualitative and quantitative research and determines occasions when qualitative research is appropriate. Students will also learn how to systemically apply qualitative research methods in collecting and analysing data to assist marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a qualitative research project.

**MKT 7010 Global Marketing Management (2,3,0)**

The aim of this course is to provide students with the knowledge and skills needed to analyse and solve global marketing problems.

**MKT 7040 Management of Marketing Communications and Social Media (2,3,0)**

The aim of this course is to provide students with the knowledge and skills needed to analyse and solve marketing communication problems at a strategic level, taking into account conventional and new media, and the impact on the firm as well as society in general.

**MKT 7050 Seminar in Marketing (2,3,0)**

This course aims at providing an opportunity for students to further their knowledge in selected areas of the marketing discipline. The areas include marketing thought and theory, strategic marketing, and current issues in marketing. By means of active participation in this seminar, students will be better equipped to master marketing knowledge and to face new challenges in the marketing discipline.

(Note: Seminar outline is very much dependent on the choice of specific seminar topic(s) and the instructor's judgement. As such, deviations from the prototype are often likely.)

**MKT 7060 Services Marketing Management (2,3,0)**

Although firms have long recognized the value of services, most business programmes still focus on the marketing and management of physical products. This course addresses the importance of the services industry, and the distinctive characteristics of services. Students develop a firm understanding of key challenges and issues associated with marketing in a services environment, gain a broad understanding of the interaction between marketing and management in a service organization, and become familiar with issues in developing and assessing service quality.

**MKT 7070 Global Marketing Strategy (3,3,0)**

The aim of this course is to give students an understanding of contemporary issues in global marketing and media issues, with a special focus on the Asia/Pacific region. The specific objective of this course is to focus on the practical problems involved in global marketing and media management, on a global and regional basis, in the context of the new millennium business environment.

It is expected that by the end of the programme students will be able to understand the principles of global marketing and its context, and develop and apply global marketing strategies, with an emphasis on the global versus local issue and standardized versus localized marketing and media mix. The assessment methods will be strongly oriented towards achieving this learning outcome, in the sense that they focus on the application of theory to real global marketing and media situations.

**MKT 7080 Managing Marketing (3,3,0)**

The objective of this course is enable students to develop a disciplined approach to the analysis of market situations and decision making. The orientation is managerial and real life applications will be emphasized. Taking a holistic view, emphasis is on the entire marketing programme and the global environment in which it operates so that students can develop the skills required to make optimal marketing decisions.

**MKT 7250 International Services Marketing Management (3,3,0)**

This course addresses the importance of the services industry in the international environment, and the distinctive characteristics of services. Students develop an understanding of key challenges and issues in relation to international services marketing and how they can be managed. Students will be better equipped to master the relevant knowledge and to formulate strategies to solve business problems in an international context.

**MKT 7260 Strategic Marketing (3,3,0)**

This course provides students with the knowledge and experience of planning and executing marketing strategies. It is specifically designed to prepare students for the challenges in global markets. The course balances theories and practices. It aims to equip students with critical thinking and problem solving abilities for the challenges of international markets.

**MKT 7270 International Marketing Research (3,3,0)**

This course provides an overview of international marketing research. Specifically, the course is designed to equip students with the skills for marketing research in the global market context. By the end of the course students will have acquired sophisticated research techniques which are required for their dissertation, including the development of research questions and research plan, selection of appropriate data collection methods, fieldwork supervision, data analysis techniques, and communicating (reporting) results.

**MKT 7280 Socially Responsible Marketing in an International Context (3,3,0)**

Marketing does not operate in a vacuum and as such it impinges on all sectors of society at a macroeconomic, firm, and individual level. Global marketing activities are often lambasted for being reckless and socially irresponsible. Misleading advertising, cultural inappropriateness, tax evasion, dumping, physically dangerous or

tainted products are just some examples of marketing activities that are, by some, considered to be a reasonable means of making money. By taking a critical reflection on the nature of marketing practice, the course explores the interrelated areas of corporate social responsibility, marketing ethics and social marketing. The effect of global marketing activities on a broad range of societal constituencies is considered, and how these marketing activities can be used in a positive way to generate advancement and well-being for the global society. The role of social responsibility in the marketing process is also considered in terms of the roles and responsibilities of consumers, manufacturers, and Governments.

**MKT 7290 International Dissertation (9,\*,0)**

This course requires the student to research a topic appropriate to the field of global marketing management. A dissertation written by the student should be delivered to the School at the conclusion of the research. The research, and the resulting dissertation, should involve engagement with theoretical concepts and practical application to a global marketing issue. The student should apply critical analysis and engage with marketing literature that is appropriate to the selected topic.

This course aims to provide students with an opportunity to:

(1) learn how to execute and manage a substantial research-based dissertation, applying methods learnt in the International Marketing Research course; (2) integrate and consolidate the learning from the programme; (3) apply knowledge selectively and creatively to a topic of the student's own choosing; (4) produce a piece of original work which will advance the knowledge and understanding of the student; and (5) produce a piece of work which will advance the career aspirations of the student and which will be of interest to a potential employer.

**MKT 7710 Required Readings in Marketing Research (3,3,0)**

This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in specific area(s) of concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of marketing. The supervisor and the student are required to work out a reading list to cover literature supplementary to the student's research area. The approved list will be submitted to the Department for record.

**MKT 7720 Selected Topics in Marketing (3,3,0)**

The aim of this seminar-based course is to help students to understand the current development in various areas of the marketing discipline and become familiar with the main research streams. The seminar also aims at helping students to understand the process of academic research, from idea generation to writing the research proposal.

**MKTG 2005 Marketing Management (3,3,0) (E)**

Prerequisite: ACCT 1005 Principles of Accounting I and ECON 1005 Principles of Economics I (*for BBA students*), BUSI 1005 The World of Business (*for non-BBA students*)

The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this course examines the importance of marketing concepts in an organization, the marketing management functions of planning, organization, and control, and the need to satisfy the consumers through the development of an effective marketing mix. Emphasis is on the entire marketing program in order to develop the basic skills required to make optimal marketing decisions.

**MKTG 3005 Marketing Research Methods (3,3,0)**

Prerequisite: BUSI 3007 Business Research Methods or equivalent and MKTG 2005 Marketing Management (Students who take GLCB 3005