

By the end of the course students will have acquired qualitative and quantitative 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 (3,3,0) (E)  
in an International Context**

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 Project Dissertation (9,\*,0) (E)**

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.

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

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 2015 Marketing Management (2,2,0) (E)**

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 organisation, the marketing management functions of planning, organisation, 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) (E)**

Prerequisite: BUSI 3007 Business Research Methods or equivalent and MKTG 2005 Marketing Management (Students who take GLCB 3005 Global Business Research will not be permitted to take this course)

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.

**MKTG 3006 Global Marketing (3,3,0) (E)**

Prerequisite: MKTG 2005 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 wide spread 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.

**MKTG 3007 Consumer Behaviour (3,3,0) (E)**

Prerequisite: MKTG 2005 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, and the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

**MKTG 3015 Socially Responsible Marketing (3,3,0) (E)**

Prerequisite: MKTG 2005 Marketing Management  
This course introduces students to the fundamental concepts of socially responsible marketing (SRM). By taking a critical reflection on the nature of marketing practice, the course explores the interrelated areas of corporate social responsibility, marketing ethics and societal marketing. Advancing socially responsible marketing is considered in terms of the roles and responsibilities of consumers, firms and the government. The effect of 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.

**MKTG 3016 Marketing Internship (3,\*,\*) (E)**

Antirequisite: ACCT 2770/ACCT 3026 Accounting Internship or BUS 2770/BUSI 3016 Business Internship  
Prerequisite: MKTG 2005 Marketing Management  
This course aims to provide students an opportunity to gain real-life working experience related to the various issues and activities