

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)

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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

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 work 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 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.

MKTG 3017 Services Marketing (3,3,0) (E)

Prerequisite: MKTG 2005 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.

MKTG 3025 Marketing Communications and Online Media (3,3,0) (E)

Prerequisite: MKTG 2005 Marketing Management

This course aims to equip 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 in a responsible manner to practical marketing situations. Particular attention is drawn to the increasingly important role of social media in marketing communications.

MKTG 3026 Strategic Digital Marketing (3,3,0) (E)

The Internet has opened further opportunities for marketers. Global reach, round-the-clock service, and interactivity, give marketers more tools to satisfy customer needs. The big question is, how to integrate this valuable platform into existing marketing strategies in order to further enhance marketing effectiveness?

This course is designed with integrative and practical perspectives that enable future marketing experts to use digital technologies to complement strategic implementation. Students will be able to better understand and develop comprehensive marketing strategies that serve customers in both offline and digital environments.

MKTG 3027 Business and Marketing Research Methods (3,3,0) (E)

This course provides students with the knowledge and skills needed to conduct business and marketing research. Students will gain a good understanding of the importance of research and have a broad overview of business and marketing research methods. Students will be equipped with the statistical tools and analytical skills to conduct business and marketing research projects. Learning in this course will be accomplished through lectures, in-class exercises, group project and presentations.

MKTG 3035 Qualitative Marketing Research (3,3,0) (E)

Prerequisite: MKTG 3027 Business and 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 systematically 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.

MKTG 3036 International Business: Market, Operations and Strategies (3,3,0) (E)

The primary objectives of this course are: (1) to provide students with a basic understanding of the theories and concepts of international business; (2) to discuss the economic, cultural and political factors in shaping the international business environment; (3) to introduce different functional areas of international corporations management with reference to problems and issues of doing business with developing countries.

MKTG 3037 Marketing Practicum (3,*,*)

Prerequisite: MKTG 2005 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.

MKTG 4005 Strategic Marketing (3,3,0) (E)

Prerequisite: MKTG 2005 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 and tutorials, it also utilizes other means, such as case studies, guest talks, 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.

MKTG 4006 Customer Relationship Management (3,3,0) (E)

Prerequisite: MKTG 2005 Marketing Management

This course introduces students to the theories and practices of customer relationship management. Students learn 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.

MKTG 4007 Brand Management (3,3,0) (E)

Prerequisite: MKTG 2005 Marketing Management

This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this course, 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.

MKTG 4015 Sales Management (3,3,0) (E)

Prerequisite: MKTG 2005 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 overall understanding of the roles of sales management in a corporation and the theories as well as the empirical practices in managing a sales force effectively.

MKTG 4016 Retailing (3,3,0) (E)

Prerequisite: MKTG 2005 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 function. 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.

MKTG 4017 Business to Business Marketing (3,3,0) (E)

Prerequisite: MKTG 2005 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 student to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student an overall understanding of the different components in the B2B