

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

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.

MKTG 4025 Marketing in China (3,3,0) (P)

Prerequisite: MKTG 2005 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.

MKTG 4026 Leisure Marketing (3,3,0)

Prerequisite: MKTG 2005 Marketing Management
This course introduces students to theories, trends and practices emerging in leisure industries. It provides a thorough discussion about leisure as a cultural phenomenon and the characteristics of leisure industries. Students will also learn to apply marketing and communications principles to leisure industries and formulate marketing campaigns. We will also have focused discussion on some selected areas such as electronic entertainment, live performances, and tourism.

MKTG 4027 BCom Marketing Project (3,0,*)

Prerequisite: MKTG 3027 Business and Marketing Research Methods
This course provides a focus for the application of marketing knowledge, qualitative and quantitative marketing research skills acquired from the programme. The project provides an opportunity for students to apply the knowledge and skills to a marketing problem, and to prepare themselves for the transfer from the academic to the work situation. The project should be undertaken on team basis, with one to three students forming a project team.

MKTG 4035 Entrepreneurial Marketing (3,3,0) (E)

Prerequisite: MKTG 2005 Marketing Management
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.

MKTG 4036 Event Marketing (3,3,0) (E)

Prerequisite: MKTG 2005 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.

MKTG 4037 Marketing for Social Enterprise (3,3,0) (E)

Prerequisite: MKTG 2005 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.

MKTG 4045 Seminar in Contemporary Marketing Issues (3,3,0) (E)

Prerequisite: MKTG 2005 Marketing Management
This course serves as a capstone course to provide students with an opportunity to explore and discuss more "cutting edge" and specialized topics in marketing, particularly those related to the Hong Kong marketing environment.

MKTG 4046 BCom MKT Field Study (3,3,0)

Prerequisite: MKTG 3006 Global Marketing
The course provides unique opportunities for BCom in Marketing students to gain international experience through marketing field study, with pre-trip and post-trip class/seminar/presentation

sessions. Students will experience the culture of the destination country/city, by visiting and participating in the norms, rituals and communications in the destination country/city, with highlights on cultural and business visits.

MKTG 4055 Event Marketing (3,3,0)

Prerequisite: MKTG 2005 or MKGT 2015 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.

MPS 7010 Research Methodology and Practices in Chinese Medicine (3,3,0) (P)

Students will learn to master the basic programmes and methods of scientific research on Chinese medicine in order to lay a foundation for scientific research work of Chinese medicine.

MPS 7020 Utilization of Medicinal Plant Resources and Advanced Pharmacognosy (3,3,0) (P)

This course aims to introduce the actuality and development of modern pharmacognosy and medicinal plant resources, research methods and application of new techniques, exploitation route of new resources, wild breeding and GAP (Good Agriculture Practice) cultivation on the Chinese herbal medicine resources, available exploitation and sustainable utilization of medicinal plant resources.

MPS 7030 Mechanisms and Safe Application of Chinese Medicines (3,3,0) (P)

This one-semester course aims to allow students to understand the action mechanisms and safety of Chinese medicines, to know the pharmacological research methods for Chinese medicines and to understand the advance of the pharmacological studies of Chinese medicines.

MPS 7040 Methods and Techniques for Quality Control of Chinese Medicines (2,3,0) (P)

To study and master the modern analytical methods and techniques for quality control, quality assessment and safety evaluation of Chinese medicines (including medicinal herbs, herbal pieces and Chinese proprietary products).

MPS 7050 Advanced Pharmaceutics and R&D of New Product in Chinese Medicine (3,3,0) (P)

This course aims to study the new theories, new methods and new technologies of the pharmaceutics in Chinese medicine as well as the procedures, registration, intellectual property protection, and case studies of the R&D of new products of Chinese medicine.

MPS 7061-2 Laboratory Practice in Chinese Medicines (4,*,*)

To enable students to put the theoretical knowledge learnt in books into professional practice in order to cultivate their ability in analytical thinking, designing, operation and application in the pharmaceutical sciences in Chinese medicine.

MPS 7070 Advancement in Contemporary Chinese Medicines (3,3,0) (P)

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

MPS 7081-2 Dissertation (6,*,*)

(1) To identify an appropriate research or creative topic related to Chinese medicines; (2) to develop and apply methodologies and techniques appropriate to the topic chosen; (3) to present the results of the research or creative work in the dissertation; and (4) to give an oral presentation.