

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 7090 Global Marketing Management (3,3,0) (P)

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

MKT 7100 Management of Integrated Marketing Communications (3,3,0)

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 its impact on the firm as well as society in general.

MKT 7110 Seminar in Marketing (3,3,0) (P)

This course aims at providing 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.

MKT 7130 Services Marketing Management (3,3,0)

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 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 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 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 Project 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.

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)

Prerequisite: 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 programme in order to develop the basic skills required to make optimal marketing decisions.

MKTG 2015 Marketing Management (2,2,0)

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 programme 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 Global Business Research will not be permitted to take this course*)/MKTG 2015 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.

MKTG 3006 Global Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 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,*,*)

Antirequisite: ACCT 3026 Accounting Internship or BUSI 3016 Business Internship/MKTG 2015 Marketing Management

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)

Prerequisite: MKTG 2005/MKTG 2015 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 Integrated Marketing Communications (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

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)

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)

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 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.

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

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 3045 Entrepreneurial Marketing (3, 3, 0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

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

MKTG 3046 Sports Marketing (3, 3, 0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course examines the world of sports as a business and will focus on the applications of marketing strategies germane to the sports industry. The objective is two-folded: marketing of sports products and marketing non-sports products through sports events. It will begin with an overview of the sporting policy and organizational structure followed by an understanding of sports consumer behaviours, customer voluntary performance, fans motivations and identification and the operation of sports fans club. It will discuss the strategic application of marketing mix in sports products and the sponsorship-based strategies for non-sports products. Students will learn how to develop a sponsorship proposal and make sales presentation to sponsors. This course will end with a discussion of corporate and ethical issues facing the sports industry.

MKTG 4005 Strategic Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies through working on a real marketing plan while learning the strategic marketing concepts. Students will learn how to apply knowledge into practice. Apart from lectures, case studies and guest talk, students are required to take up a real world company based coursework project and eventually deliver a report and a presentation to the instructor and the sponsoring company. This company based coursework project aims to enhance students' ability in preparing a full business proposal, critical thinking, problem solving and effective communication as well as time management.

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

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 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)

Prerequisite: MKTG 2005/MKTG 2015 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/MKTG 2015 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/MKTG 2015 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)

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)

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)

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)

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.

MKTG 4056 Global Marketing Field Study (3, 3, 0)

Prerequisite: MKTG 2005 Marketing Management/2015 Marketing Management

International knowledge and experience are essential for professional marketers as they prepare for the global business economy. Developing a global mindset through academic programmes and business trips will provide a more effective marketer, who, with cross-cultural business and marketing skills, will be more favourably positioned for success in the business world. This course is designed to respond to the need for

undergraduate marketing students to develop a competitive edge by expanding their knowledge of global culture and multinational businesses through experiential learning. The course provides unique opportunities for undergraduate 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.

Course destinations will change every semester. To minimize interruption to students' attendance of other courses, this course will normally be offered during semester break in summer or winter. The course instructor will need to recommend the course destination for each semester to the Head of Marketing Department for approval.

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 Mechanism of Action & 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 Pharmaceuticals in Chinese Medicines (2,3,0) (P)

This course aims to study the new theories, new methods and new technologies of the pharmaceuticals 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 (2,*,*)

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