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, data analysis techniques, and communicating (reporting) results.

**MKT 7280** Socially Responsible Marketing (3,3,0) (E)
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 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 students to 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 students to 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) (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 BUSI 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) Prerequisite: MKTG 2005 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 (3,3,0) (E) Prerequisite: MKTG 3027 Business and Marketing Research Methods
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 determine 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) (E) Prerequisite: MKTG 3027 Business and Marketing Research Methods
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 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 3037 Marketing Practicum (3,3,0) (E) Prerequisite: MKTG 3005 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 3005 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 4006 Customer Relationship 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 3005 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 3005 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 3005 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 3005 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 businesses, government bodies, institutions, and other organizations. It also provides the student an overall understanding of the different components in the B2B
Course Descriptions

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.