

MKT 3410 Marketing for Social Enterprise (3,3,0)

Prerequisite: MKT 2310 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.

MKT 3610 Marketing in Computer-Mediated Environments (3,3,0)

This course provides students with concepts and tools necessary to understand and practise eMarketing by means of lectures, case discussions and group activities. An interactive teaching approach has been adopted in order to enhance students' critical thinking, effective communication, logical deduction, and problem solving capabilities.

MKT 3620 Customer Relationship Management (3,3,0) (E)

Prerequisite: MKT 2310 Marketing Management

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

MKT 3630 Brand Management (3,3,0) (E)

Prerequisite: MKT 2310 Marketing Management

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

MKT 3700 Event Marketing (3,3,0)

Prerequisite: MKT 2310 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.

MKT 3810 Sales Management (3,3,0) (E)

Prerequisite: MKT 2310 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 an overall understanding of the role of sales management in a corporation and the theories as well as the empirical practices in managing sales force effectively.

MKT 3820 Retailing (3,3,0) (E)

Prerequisite: MKT 2310 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 functions. 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.

MKT 3830 Global Marketing (3,3,0) (E)

Prerequisite: MKT 2310 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 widespread 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.

MKT 3840 Business to Business Marketing (3,3,0) (E)

Prerequisite: MKT 2310 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 students to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student with 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.

MKT 3850 Marketing in China (3,3,0) (P)

Prerequisite: MKT 2310 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.

MKT 3860 Services Marketing (3,3,0) (E)

Prerequisite: MKT 2310 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.

MKT 3880 Qualitative Marketing Research (3,3,0)

Prerequisite: MKT 3110 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.

MKT 7010 Global Marketing Management (2,3,0)

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

MKT 7040 Management of Marketing Communications and Social Media (2,3,0)

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 conventional and new media, and the impact on the firm as well as society in general.

MKT 7050 Seminar in Marketing (2,3,0)

This course aims at providing an 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.

(Note: Seminar outline is very much dependent on the choice of specific seminar topic(s) and the instructor's judgement. As such, deviations from the prototype are often likely.)