

MGT 689/ MKT 7290 International 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.

This course aims to provide students with an opportunity to:

(1) learn how to execute and manage a substantial research-based dissertation, applying methods learnt in the International Marketing Research course; (2) integrate and consolidate the learning from the programme; (3) apply knowledge selectively and creatively to a topic of the student's own choosing; (4) produce a piece of original work which will advance the knowledge and understanding of the student; and (5) produce a piece of work which will advance the career aspirations of the student and which will be of interest to a potential employer.

MGT 6045 Marketing Management (3,3,0)

This course aims to provide students with a theoretical overview of the basic principles of marketing, an understanding of the practical applications of these principles and the ability to place marketing and consumption practices in their wider environment.

MGT 6073 Global Marketing (3,3,0)

This course provides students with a general overview of global marketing. It is specifically designed to prepare students for the challenge of industry and in particular working in a global context. By the end of the course students will have discovered fresh insights relating to the global market environment and be equipped for the challenge of international markets.

MGT 6180 Contemporary Marketing Practices (3,3,0)

Various marketing concepts and practices could be applied in different business contexts. This module will evaluate a range of issues relating to contemporary marketing practices (such as the importance of small and medium sized enterprises, ever changing retail operating environment including e-tailing, increasing use of viral marketing, use of corporate marketing) and their relevance to business. In addition, the module will explore how marketing theories vary in different contexts and evaluate their impact on the practice of marketing. This unit aims to: (1) equip students with the knowledge to apply various marketing theories in different business contexts, and to (2) critically evaluate the contemporary issues which impact the practice of marketing.

MGT 6181 Marketing Communications (3,3,0)

This course provides students with a comprehensive view of marketing communications in an international environment. The aim of the course is to equip students with the knowledge to use marketing communications effectively, and to take a critical perspective towards the theory of integrated marketing communications.

MGT 6182 International Consumer Behaviour (3,3,0)

Understanding and catering for consumers' needs and wants has been recognized as the focal point of the contemporary marketing concept. Moreover, the growth in the marketing and advertising sectors globally has led to increasing interest among marketing professionals and academicians to comprehend consumers and their behaviour across countries and cultures. This course aims to provide a systematic understanding of the key principles and constructs of consumer behaviour. It also investigates the issues that arise when considering consumer behaviour in the international/cross-cultural context and their implications for the global branding and marketing communications strategy.

MKT 1110 Understanding Marketing (3,3,0)

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

MKT 2120 Entrepreneurial Marketing (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility

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.

MKT 2310 Marketing Management (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

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 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.

MKT 2330 Marketing Research (3,3,0)

Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course introduces (1) the role, importance and limitations of marketing research; (2) basic procedures of marketing research; (3) various research techniques commonly used in marketing research; and (4) applications of marketing research.

MKT 2350 Consumer Behaviour (3,3,0)

Prerequisite: MKT 2310 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, the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

MKT 2360 Marketing Practicum (3,*,*) (E)

Prerequisite: MKT 2310 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.

MKT 2770 Marketing Internship (3,*,*) (E)

Antirequisite: BUS 2770 Business Internship or ACCT 2770 Accounting Internship

Prerequisite: MKT 2310 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