

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) (E)

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 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) (E)

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 Marketing Communications and Online Media (3,3,0) (E)

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 both offline and online communication channels, and the 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) (E)

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) (E)

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) (E)

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 sophisticated 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) (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 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.