

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

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)**

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 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) (E)/(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) (E)**

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.