

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.

BMKT 3035 Global Marketing (3,3,0)

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.

BMKT 3045 Qualitative Marketing Research (3,3,0)

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 determines occasions when qualitative research is appropriate. Students will also learn how to systematically 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.

BMKT 3055 Socially Responsible Marketing (3,3,0)

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.

BMKT 3105 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.

BMKT 3115 Integrated Marketing Communications (3,3,0)

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 communication.

BMKT 3125 International Business: Market, Operations and Strategies (3,3,0)

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 in 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.

BMKT 3135 Marketing Internship (3,*,*)

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.

BMKT 3145 Marketing Practicum (3,*,*)

Prerequisite: MKTG 2005 Marketing Management

This course aims to provide students with 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.

BMKT 3155 Services Marketing (3,3,0)

Prerequisite: MKTG 2005/2015 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.

BMKT 4005 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.

BMKT 4015 Entrepreneurial Marketing (3,3,0)

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.

BMKT 4025 Marketing Management (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies through working on a real marketing plan while learning the strategic marketing concepts. Students will learn how to apply knowledge into practice. Apart from lectures, case studies and guest talk, students are required to take up a real world company based coursework project and eventually deliver a report and a presentation to the instructor and the sponsoring company. This company-based coursework project aims to enhance students' ability in preparing a full business proposal, critical thinking, problem solving and effective communication as well as time management.