

MKTG 2015 Marketing Management (2,2,0)

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 organisation, the marketing management functions of planning, organisation, and control, and the need to satisfy the 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.

MKTG 3005 Marketing Research Methods (3,3,0)

Prerequisite: BUSI 3007 Business Research Methods or equivalent and MKTG 2005 Marketing Management (*students who take GLCB 3005 Global Business Research will not be permitted to take this course*)/MKTG 2015 Marketing Management

This course enables students to build up solid theoretical and practical foundations of marketing research. Students will learn how to systemically apply qualitative and quantitative approach in collecting and analysing data for marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a marketing research project.

MKTG 3006 Global Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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.

MKTG 3007 Consumer Behaviour (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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, and the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

MKTG 3015 Socially Responsible Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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.

MKTG 3016 Marketing Internship (3,*,*)

Antirequisite: ACCT 3026 Accounting Internship or BUSI 3016 Business Internship/MKTG 2015 Marketing Management

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.

MKTG 3017 Services Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 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.

MKTG 3025 Integrated Marketing Communications (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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 communications.

MKTG 3026 Strategic Digital Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

The Internet has opened further opportunities for marketers. Global reach, round-the-clock service, and interactivity, give marketers more tools to satisfy customer needs. The big question is, how to integrate this valuable platform into existing marketing strategies in order to further enhance marketing effectiveness?

This course is designed with integrative and practical perspectives that enable future marketing experts to use digital technologies to complement strategic implementation. Students will be able to better understand and develop comprehensive marketing strategies that serve customers in both offline and digital environments.

MKTG 3027 Business and Marketing Research Methods (3,3,0)

This course provides students with the knowledge and skills needed to conduct business and marketing research. Students will gain a good understanding of the importance of research and have a broad overview of business and marketing research methods. Students will be equipped with the statistical tools and analytical skills to conduct business and marketing research projects.

Learning in this course will be accomplished through lectures, in-class exercises, group project and presentations.

MKTG 3035 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 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.