

MKTG 3036 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.

MKTG 3037 Marketing Practicum (3,*,*)

Prerequisite: MKTG 2005 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.

MKTG 3045 Entrepreneurial Marketing (3, 3, 0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course aims to introduce key marketing concepts relevant to entrepreneurs in start-ups and the growing process of their enterprises. Focus is put on marketing strategies which are suitable for small business with limited marketing resources.

MKTG 3046 Sports Marketing (3, 3, 0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course examines the world of sports as a business and will focus on the applications of marketing strategies germane to the sports industry. The objective is two-folded: marketing of sports products and marketing non-sports products through sports events. It will begin with an overview of the sporting policy and organizational structure followed by an understanding of sports consumer behaviours, customer voluntary performance, fans motivations and identification and the operation of sports fans club. It will discuss the strategic application of marketing mix in sports products and the sponsorship-based strategies for non-sports products. Students will learn how to develop a sponsorship proposal and make sales presentation to sponsors. This course will end with a discussion of corporate and ethical issues facing the sports industry.

MKTG 4005 Strategic Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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.

MKTG 4006 Customer Relationship Management (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course introduces students to the theories and practices of customer relationship management. Students learn how to translate the CRM business strategy into marketing and how

to build analytical CRM and enable organizational processes. Emphasis is placed on customer profiling, buyer motivation, customer communications, customer service centre operations, customer databases, different CRM strategies, and the role of measuring and managing customer satisfaction and loyalty.

MKTG 4007 Brand Management (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this course, students should understand the nature and importance of branding building in marketing practice. In addition, they should also possess the strategic thinking and techniques in developing and managing brands that enhance an organization's marketing competence.

MKTG 4015 Sales Management (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

Effective management of a company's sales force is essential to the successful implementation of its overall marketing plan. This course provides students with overall understanding of the roles of sales management in a corporation and the theories as well as the empirical practices in managing a sales force effectively.

MKTG 4016 Retailing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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 function. 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.

MKTG 4017 Business to Business Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 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 student to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student 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.

MKTG 4025 Marketing in China (3,3,0) (P)

Prerequisite: MKTG 2005/MKTG 2015 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.

MKTG 4026 Leisure Marketing (3,3,0)

Prerequisite: MKTG 2005/MKTG 2015 Marketing Management

This course introduces students to theories, trends and practices emerging in leisure industries. It provides a thorough discussion about leisure as a cultural phenomenon and the characteristics of leisure industries. Students will also learn to apply marketing and communications principles to leisure industries and formulate marketing campaigns. We will also have focused discussion on some selected areas such as electronic entertainment, live performances, and tourism.