

course examines the importance of marketing concepts in an organization, the marketing management functions of planning, organization and control, and the need to satisfy 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.

**MKT 2330 Marketing Research (3,3,0)**

Prerequisites: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course introduces (1) the role, importance and limitations of marketing research; (2) basic procedures of marketing research; (3) various research techniques commonly used in marketing research; and (4) applications of marketing research.

**MKT 2350 Consumer Behaviour (3,3,0)**

Prerequisite: MKT 2310 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, the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

**MKT 2360 Marketing Practicum (3, \*, \*)**

Pre-requisite: MKT2310 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.

**MKT 2770 Marketing Internship (3,\*,\*)**

Antirequisite: BUS 2770 Business Internship

Prerequisite: MKT 2310 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 with 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 not be paid.

**MKT 3110 Marketing Research Methods (3,3,0)**

Prerequisites: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course aims at enabling 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.

**MKT 3310 Marketing Communications (3,3,0)**

Prerequisite: MKT 2310 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 to practical marketing situations.

**MKT 3320 Strategic Marketing (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies. This course balances theories and practices. Apart from lectures, it also utilizes other means, such as case studies, guest talks, computer simulation, to enhance students' critical thinking abilities, problem solving capabilities and effective communication skills. To familiarize students with current marketing situations, marketing issues in Hong Kong and China are examined.

**MKT 3410 Marketing for Social Enterprise (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

This course offers a survey of marketing functions and a framework for organizing, planning and implementing marketing strategies in social enterprise. Special treatment is given to the important areas of marketing research and marketing communications. The course also provides in-depth treatment of the most important marketing activities such as direct marketing, fund raising, special events, attracting major gifts, and volunteer recruitment.

**MKT 3610 Marketing in Computer-Mediated Environments (3,3,0)**

This course provides students with concepts and tools necessary to understand and practise eMarketing by means of lectures, case discussions and group activities. An interactive teaching approach has been adopted in order to enhance students' critical thinking, effective communication, logical deduction, and problem solving capabilities.

**MKT 3620 Customer Relationship Management (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

This course introduces students to the theories and practices of customer relationship management. Students are learned 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.

**MKT 3630 Brand Management (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this programme, 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.

**MKT 3700 Event Marketing (3,3,0)**

Prerequisite: MKT 2310 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

**MKT 3810 Sales Management (3,3,0)**

Prerequisite: MKT 2310 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 an overall understanding of the role of sales management in a corporation and the theories as well as the empirical practices in managing sales force effectively.

**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)**

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)**

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)**

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 7010 Global Marketing Management (2,3,0)**

The aim of this course is to provide students with the knowledge and skills needed to analyse and solve global marketing problems.

**MKT 7040 Management of Marketing Communications (2,3,0)**

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 the impact on the firm as well as society in general.

**MKT 7050 Seminar in Marketing (2,3,0)**

This course aims at providing an 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.

(Note: Seminar outline is very much dependent on the choice of specific seminar topic(s) and the instructor's judgement. As such, deviations from the prototype are often likely.)

**MKT 7060 Services Marketing Management (2,3,0)**

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 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 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.

**MPS 7010 Research Methodology and Practices in Chinese Medicine (3,3,0)**

Students will learn to master the basic programmes and methods of scientific research on Chinese medicine in order to lay a foundation for scientific research work of Chinese medicine.

**MPS 7020 Utilization of Medicinal Plant Resources and Advanced Pharmacognosy (3,3,0)**

This course aims to introduce the actuality and development of modern pharmacognosy and medicinal plant resources, research methods and application of new techniques, exploitation route of new resources, wild breeding and GAP (Good Agriculture Practice) cultivation on the Chinese herbal medicine resources,