

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