

# List of Courses to be Offered in 2009-10 Academic Year

## MKT201 – Buyer Behaviour

This course focuses on understanding and analysing buyer behaviour from a marketing manager's standpoint. It includes a broad survey of factors that drive consumers and organizations to select items, brands and specific products over others. It surveys various concepts, theories and analytical frameworks for explaining and analysing buyer purchase decisions and draws practical implications for marketing strategies. Students are expected to have developed a basic understanding of marketing concepts and principles. Case study concerning consumer and organizational buying behaviour is an essential part of this course.

## MKT203 – Marketing Research

The purpose of marketing research is to support managerial decision making. In this course, students will be introduced to the different stages of the marketing research process. The focus will be on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective managerial decisions; and (3) communicate the research findings and their implications to various publics.

## MKT231 – Advertising and Integrated Marketing Communications

Today's marketplace has changed: competition has increased, customers distrust business, new communication and information technologies have been developed, and organizations have discovered it's more profitable to sell to current customers than new customers. Traditional advertising and promotion have been used for decades to sell goods, services and ideas but no longer do the job. Integrated Marketing Communication provides a more profitable way to build customer relationships that create profitable brands.

**New**

## MKT214 – Marketing for Financial Services

Marketing for financial service poses distinctive challenges to marketers that differ from marketing of packaged goods. This course intends to acquaint students with the distinctive characteristics of financial services and the set of problems and issues involved in the marketing of financial services. A framework for developing a marketing strategy for financial services is presented and recent developments in the field will be introduced to the students. The course mainly consists of three parts. Part one introduces the strategy and planning elements for marketing of financial services such as the marketing environment, the strategic marketing process, the consumer behaviours and the segmentation targeting and positioning. Part two highlights the customer acquisition strategies through marketing. Part three is dedicated to the customer development strategies through relationship marketing. The focus is on service quality, customer satisfaction, value creation and customer retention.

## MKT211 – Business to Business Marketing

This course develops students' understanding of the various marketing concepts involved in organizational buying. It helps students to comprehend the buying process of business markets. Concepts include strategic alliance, networking, supply chain management, outsourcing, and issues and impacts of globalisation, will be introduced. With value created and delivered in the marketplace as its cornerstone, this course equips students with the necessary marketing tools to deal with issues related to business markets. Business ethics is emphasized in the course and integrated into the topics.

## MKT213 (GEB213) - Entrepreneurship

People in every nation have enormous entrepreneurial qualities and aspirations, and that spirit is finding its way into nearly all world markets. The adoption of the entrepreneurial mindset grows exponentially in countries like India, China, Korea, Mexico, South Africa, and those in the former Soviet Bloc. To prepare the next generation of entrepreneurial leaders, this subject focuses on understanding the entrepreneurial process, the establishment as well as the management of a new business venture. Both conceptual issues (understanding entrepreneurship, the entrepreneur, and entrepreneurial environment), and practical issues (financing, growing, and managing venture) will be covered.

## MKT221 – Marketing in the Chinese Mainland

The course will cover in great detail the political, cultural and legal business environments and social systems in the Chinese Mainland and explain how these factors may affect the performance of Hong Kong business in the Chinese Mainland. Furthermore, the course will also give the students the skills of negotiating their way in the Chinese Mainland and tackling problems such as corruption, bribery, favors seeking and other business practices which are prevalent in the Chinese Mainland. It is also of great importance for them to understand the role of the Chinese Mainland in Hong Kong's further development towards a service economy.

## MKT241 - International Business Management

The course builds on the students' existing knowledge base and assumes that students are familiar with the international environment of business. The course moves beyond the broad environment to the specific organizational context, examining how multinational enterprises organise and compete in the international arena. The course deals with structure and management of multinational corporations and the management of functional activities on an international basis. Further, from a strategic perspective, the course addresses the competitive challenges of doing business in differing geographic environments.

## MKT311 – Salesmanship and Sales Management

The objective of this course is to acquaint you with the knowledge and skills required for a career in sales management. The selling process today is characterized by managing the buyer-seller relationship process. You are expected to integrate your liberal arts experience with business education, and develop your own perspectives and skills for solving some major problems facing a professional sales manager. The course is designed to give you some knowledge and understanding of the principles, concepts, and issues underlying personal selling and sales management. Lectures, discussions, and case studies will be used to reinforce the text.

## MKT355 - Marketing Strategies

Strategic marketing is imperative to companies' survival and growth in the rapidly changing business environment of the 21<sup>st</sup> century. This course assumes that students have developed a basic understanding of marketing concepts and principles and have had some in-depth exposure to some of the specialised areas of marketing. It further strengthens student's ability to perform strategic analysis and develop marketing strategies and plans. Ethical dilemmas in marketing strategies and decision making are also discussed. Students will conduct case studies and develop marketing plans. Participation in classroom discussion and group projects are essential parts of this course.

## MKT321 - International Marketing Management

This course focuses on the key issues of international marketing management including decision making processes of international managers in determining policies in marketing planning, marketing mix strategies, and organising and controlling international operations in a turbulent world business environment. These key issues will be expanded to include international dimensions of marketing research and intelligence, impact of globalisation on marketing and international marketing of services.

**Special**

## MKT399A - Special Topics in Marketing New Product Development

This course aims to provide the necessary theoretical and practical training in the development and management of new products. It is designed for the final year students who have taken BUS205 Marketing Management and are looking for an in-depth exposure to new product development. New product development has changed dramatically since the 1980s and has widened to include global issues, marketing strategy and cross-functional interfaces, quality and customer satisfaction, and new techniques that are relevant across a number of industries. This course takes a multidisciplinary approach to new product development. The course looks at issues in marketing, manufacturing, finance, engineering, and R&D functions.

## MKT351 – Retailing and Distribution Management

This course covers the basic principles of strategic planning and the decisions made in managing a retail business, and explores the elements that make up effective distribution channels. Topics include the retailer-customer relationships, the characteristics of retail institutions, retail marketing strategies and current trends in retailing management. Channel management topics include the value chain, channel relationships and logistics issues involved in retailing. The implications of changes in retailing and channel relationships occurring in Hong Kong and the Chinese Mainland will also be examined.

**Special**

## MKT399B - Special Topics in Marketing Marketing for Hospitality and Tourism

As a special topic in marketing, this course examines the marketing context of tourism and hospitality. Major topics include: marketing of public and private sector tourism products and destinations; global dimensions of hospitality and tourism; strategic destination marketing; consumer decision processes; strategic alliance of multinational tourism and hospitality operators; branding and services marketing; sustainable tourism marketing; the implications of transportation systems on tourism activities; and e-marketing.

## MKT353 – Services Marketing

In view of the recent emergence of the modern service-centred economies, this course is to acquaint students with the unique characteristics of services and their marketing implications. Students will understand the problems and challenges facing a services marketer, the frameworks for developing a service marketing strategy, the applications of these frameworks and concepts in the Hong Kong economy and the recent developments in services marketing. It also serves to integrate what students have learnt in previous courses through comprehensive case studies, role-play exercises, and group projects.

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