

## **COURSE DESCRIPTIONS 科目簡介**

### **COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES**

#### **MKT2211 Business to Business Marketing (3 credits)**

(Prerequisite: BUS2205 Marketing Management)(Note: Students minor in Financial Services Marketing who have passed MKT2214 Marketing for Financial Services will be exempted from the prerequisite requirement of this course.)

Most students in marketing are exposed to consumer marketing but few of them have detailed knowledge about business marketing. This is unfortunate as the business market accounts for a large portion of turnover and employment compared to the consumer market. B2B refers to marketing activities that are directed toward businesses, governments, and not-for-profit organisations. This course examines the unique challenges and issues associated with business marketing. It is a free elective course and provides support to other courses in the marketing stream.

#### **MKT2214 Marketing for Financial Services (3 credits)**

The deregulation and privatisation trend worldwide have changed dramatically the benign market environment in which the financial services industry has been operated for years. Furthermore, the boundaries of many sectors of financial services, such as banking, insurances, securities, are becoming blurred that add to the diversity of financial services supply. The financial services providers are suffered from extensive competitive pressures due mainly to deregulation, advances in information technology, globalisation trend, savvy consumers and market fragmentation. Many financial services providers are now seeking the development of a marketing edge in order to survive and prosper. However, marketing for financial service poses distinctive challenges to marketers that differ from marketing of packaged goods. For example, financial services products especially some financial innovations are far more complex than the packaged goods as perceived by consumers. Consumers might have to forgo current consumption pleasure when buying financial services as a contingency for some future setback. This course intends to acquaint students with the distinctive characteristics of financial services and the 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 such as the demand for more stringent regulations in the field will be introduced to the students. This is a required course for students taking a minor in financial services marketing and takes a sectional approach.

#### **MKT2221 Marketing in the Chinese Mainland (3 credits)**

In the past four decades, China has become an economic powerhouse and one of the biggest markets in the world. Its economy has undergone fundamental changes and become intertwined with that of Hong Kong and the rest of the world. Thus, it is pivotal that business students understand the China's economic, social, political, cultural and legal environments and how these factors may affect the Chinese consumers and marketing strategies and practices employed by both local and foreign firms. The course explores the historical transformation of the China's economic and market environment, consumer groups, and marketing strategies as well as other challenging issues such as segmentation and positioning, standardisation vs. adaptation, channel relationships and business ethics to inform management decisions.

#### **MKT2231 Advertising and Integrated Marketing Communications (3 credits)**

This course is designed to introduce students the field of integrated marketing communication (IMC). The basic concept of IMC is the coordination of an organisation's advertising and promotional efforts by determining the most effective way of meeting the objectives of informing, persuading and reminding customers and reinforcing attitudes and

perceptions on customer relationships with brands, services or organisations. From this perspective, the emphasis will be on the role of marketing communications and how they can be used by organisations to further their marketing objectives. Among the tools available to the integration process are advertising, sales promotion, personal selling, sponsorship marketing, and public relations.

### **MKT2241 International Business Management (3 credits)**

(Prerequisite:

In 2022-23 or before, BUS2108 Global Business Environment or GLA2003 Global Business and Management (coded as GLA1002 in 2019-20);

From 2023-24, nil prerequisite.)

International Business Management is a 'second-level' international business course which focuses on the management of multi-national enterprises. Most of the students taking the course will have previously studied the 'foundation core' course 'Global Business Environment'. The International Business Management 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 organisational 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. The course builds on 'Global Business Environment' by examining how multinational firms respond to the international environments of business. It also ties in with the capstone course 'Strategic Management' focusing as it does on methods of international organisation and competition in different geographic locations.

### **MKT2242 Digital Innovation (3 credits) (from 2022-23)**

To stay relevant in the global marketplace, organizations need to constantly evolve, using innovative tools to their advantage. The most successful companies in the world are harnessing digital transformation to create radically new customer experiences, compelling products, services, and business ecosystems. A shift to digital innovation requires big changes in strategy, operations, and organization. In this course, students will learn how to boost the value of the latest tools and technologies to drive innovations that create exciting new commercial opportunities.

### **MKT2243 Doing Business in Emerging Markets (3 credits) (from 2022-23)**

(Prerequisite:

In 2022-23 or before, BUS2108 Global Business Environment or GLA2003 Global Business and Management (coded as GLA1002 in 2019-20);

From 2023-24, BUS2108 Global Business Environment or GLA2003 Global Business and Management (coded as GLA1002 in 2019-20), or GDS1004 Global Business and Sustainable Development.)

The emergence of the 'BRIC' economies and the continued growth of other developing countries is resulting in an ever-increasing importance of what were once referred to as 'third world' countries in terms of their share of the global economy. With slowing growth rates in developed countries and the saturation of many of those markets, multinational firms are increasingly looking at expansion in emerging markets and developing countries to fulfil their growth requirements. This course looks at the potential and the pitfalls of operating in emerging markets and stresses to students the unique business challenges and opportunities that exist in these countries. The course calls on students to adapt their mindsets and recognize that when a population is 'living with less' this has a significant impact on how they think, how they work and how they consume. Based on a recognition of these differences, the course then asks students to consider how they can effectively and

responsibly do business with, and in, emerging markets.

**MKT3001 Social Media Marketing (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

The course introduces social media marketing from three perspectives: theories, applications, and analyses. We aim to first introduce the meaning of social media, and how it relates to marketing activities. Relevant theories from marketing, psychology, sociology, and communication will be brought into the course. Importantly, we will discuss the practical aspects of social media marketing as well. In particular, we emphasize on how social media can be incorporated by us, as consumers or influencers, and how we, as marketing researchers or practitioners, can benefit from using social media marketing to help build marketing strategies.

**MKT3006 Marketing Analytics (3 credits)** (from 2019-20 or after)

(Prerequisites: CDS1003 Probability and Statistics 1 or BUS1102 Statistics for Business)

(Note: Non-BBA students who have passed ECO3105 Introduction to Statistics and Econometrics/ GOV3101 Empirical Political Analysis: Approaches and Methods (coded as POL3101 in 2021-22 or before)/ PSY3101 Research Methods and Statistics for Psychology I/ SOC3101 Sociological Research Methods will be exempted from the prerequisite requirement of this course.)

Marketing is evolving from an art to a science. Many firms collect massive information about consumers' choices and how they react to marketing campaigns, but few firms have the expertise to intelligently act on such information. This course introduces students to state-of-the-art marketing analytics and demonstrates how to practically apply these analytics to real-world business decisions. The purposes of this course are to (1) present various marketing analytics that aid students in interpreting data from various sources, such as customer transactions and social media, (2) introduce some commonly used marketing analytics, such as RFM, Customer Lifetime Value and Sentiment Analysis, and (3) enable students to gain the competency to interact with and manage a marketing analytics team.

**MKT3201 Consumer Behaviour** (from 2021-22)/ **Buyer Behaviour** (in 2020-21 or before) **(3 credits)**

(Prerequisite: BUS2205 Marketing Management or PSY2101 Introduction to Psychology)

(Note: Students minor in Financial Services Marketing who have passed MKT2214 Marketing for Financial Services will be exempted from the prerequisite requirement of this course.)

This course examines the internal and external factors that influence buyer behaviour and the decision-making process. It surveys various concepts, theories and analytical frameworks for explaining and analysing buyer behaviour and draws practical implications for marketing strategies. Consumer case study analysis is an essential part of this course.

**MKT3203 Marketing Research (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

Marketing research is an integral part of marketing. It aims to systematically and objectively identify, collect, analyse, and disseminate information for the purpose of assisting marketing decision making. This course aims to give students a basic understanding of marketing research principles. It enhances students' analytical skill and helps them link the marketing variables with the environment and the consumers.

**MKT3301 e-Marketing (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

The use of Internet as a global communication medium has been the recent trend in the

business. Internet has been treated as the channel for business communications and transactions, and has achieved stature equal to that of traditional print and broadcast media. The increasing prevalence of the Internet and the improving skills of marketers in using this new medium have made the Internet everywhere in the lives of both consumers and business. This course provides an introduction to topics in electronic marketing such as e-business model, mobile marketing, and social networking marketing. This course involves acquiring skills and knowledge of current e-business models and applying the e-business concept to develop strategies to enhance customer relationships, competitiveness, and profitability.

### **MKT3311 Selling and Sales Management (3 credits)**

(Prerequisite: BUS2205 Marketing Management. Note: Students minor in financial Services Marketing who have passed MKT2214 Marketing for Financial Services will be exempted from the prerequisite requirement of this course)

After completing the course, students will understand the principles, concepts and issues underlying personal selling and sales management. Lectures, role play exercises and case studies will be used to reinforce the text. Classes are mainly interactive seminars with presentations, discussions, debates, role-plays, experiential exercises, and group works. Students are expected to apply what they have learnt in the class to handle the assignments, to make use of many resources available in the community and to share their experiential learning with other classmates.

### **MKT3321 International Marketing Management (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

This course is aimed at developing the skills that are required by a Marketing Manager working in an international context. All students, either through International Business courses or the 'Global Business Environment' module should be aware of the major international environmental changes that are impacting the marketing field, this course aims to allow students the opportunity to understand how such forces are dealt with in practical situations and how the International Marketing Manager needs to account for the international environment when developing and implementing marketing strategies. By the end of the course students should have a greater understanding of the practical difficulties of international marketing and should be able to contribute to the development of marketing strategies for international markets in organisations which they later may join.

### **MKT3351 Retailing and Distribution Management (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

The field of retailing and distribution management presents the complexities involved in retailers' relationships with both the consumers and other channel members/suppliers. By engaging in strategic retail management, the retailer is urged to study competitors, suppliers, economic factors, consumer changes, marketplace trends, legal restrictions, and other elements, and to manage a retail business from a broader perspective of managing a channel that bridge the gaps between the consumers and the suppliers. The topics to be examined include: customer relationships and channel relationships, the value chain, strategic planning for retail business and the framework for developing a retail strategy, the impact of technology on retailing relationships, the retail mix and the emerging retailing formats, the types and the characteristics of retail institutions, as well as marketing and logistics issues involved in retailing.

### **MKT3353 Services Marketing (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

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.

### **MKT4312 Strategic Brand Management (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

One of the most effective tools to differentiate products or services from competitors is an organisation's brand identity. Strong brands will transcend industries and provide an organisation with one of its most valuable assets. Effective brand management is the key to developing product and communication strategies which leads to marketing success. This course is designed to acquaint students with the knowledge and skills needed to develop, manage, and promote the core values of an organisation's brand in competitive markets. Particular emphasis will be placed on the design of marketing programs to build brand equity. Students are expected to have developed a basic understanding of brand management concepts and principles through reading, case studies, assignments and a course project for practical application and experiential learning.

### **MKT4355 Marketing Strategies (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

Superior marketing strategies are essential for business success as the world's economies continue to change. The market and the customers that comprise the market are the starting point in marketing strategy formulation. Successful brands and organisations must:

- (1) develop a shared vision throughout the organisation about the market and how it is likely to change in the future
- (2) identify core competence and opportunities for delivering superior value to customers
- (3) create sustainable unique positioning and capture growth opportunities for the organisation and its brands in the market place against the competition
- (4) unleash the potential benefits of partnering with customers, suppliers, distribution channel members, internal functions, and even competitors
- (5) adapt the organisation to implement and manage market and product strategies.

### **MKT4397 Special Topics in International Business (3 credits)**

(Prerequisite: BUS2108 Global Business Environment)

This course focuses on special topics in international business, which are deemed important but not covered or extensively addressed in the existing international business courses. It helps students to have much more detailed knowledge of some specialised international business issues. The focus will be on topics which are relevant to Hong Kong as an international centre in finance, trade, services and so on. The exact content of this course is available in the course syllabus from the Department Office when it is offered.

### **MKT4399 Special Topics in Marketing (3 credits)**

(Prerequisite: BUS2205 Marketing Management)

This course is designed to examine special topics in marketing, which are deemed important but are not addressed in other marketing courses. This may include specialised and emerging issues in marketing management. Examples of such topics are: New Product Development, E-marketing, Customer Relationship Management (CRM) and Hospitality and Tourism Management. The exact content of this course is available in the course syllabus from the Department Office when it is offered.