

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

**School of Business
BUSI1004 – Marketing**

I. Information on Instructor and Tutor

Instructor: Cheng Qiu
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Phone: 22194212

Textbook: Kerin, Roger A., Steven W. Hartley, Eric N. Berkowitz, and William Rudelius (2006), Marketing, 8th edition, NY: McGraw Hill/Irwin.

II. Course Description and Objectives

This focus of this course is to introduce students to the fundamental aspects of marketing: how firms discover and translate customers' needs and wants into strategies for providing products and services.

III. Intended Learning Outcomes (ILOs)

Over the course of the semester you will learn to:

- ILO1.** Identify the key issues that marketers face within various decision areas
- ILO2.** Acquire a comprehensive understanding of marketing processes and concepts
- ILO3.** Apply the key principles and tools that marketers use to deal with marketing issues
- ILO4.** Develop analytical and problem-solving skills through marketing applications
- ILO5.** Develop skills in writing and presenting marketing plan as well as team working skill.

IV. Alignment of Program and Course Outcomes

Program ILOs	Course ILOs
1. Acquisition and internalization of knowledge and skills in key functional areas	ILO1, ILO2, ILO3
2. Application of business knowledge to solve business problems	ILO3, ILO4
3. Develop managerial leadership and inculcate professional ethics and competency in business	ILO4, ILO5
4. Developing global outlook	ILO2, ILO3
5. Mastering communication skills	ILO3, ILO4, ILO5

V. Teaching and Learning Activities

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. You will be exposed to a combination of lectures, small group discussions, hands-on exercises, case/video discussions, and group project presentations. Your active class participation is important for obtaining positive learning results.

VI. Assessment

- Class Participation 10%
- Group Project and Presentation 30%
 - Progress report: comments
 - Final report 20%, presentation 10%
- Mid-Term Exam 20%
- Final Exam 40%

* The information in this syllabus is subject to change and the changes, if any, will be announced in the first class.