



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

School of Business

**BUSI1004H, I, J, K, L, and M – Marketing
Semester 2, 2011-12 (Jan 16 – May 26, 2012)**

COURSE SYLLABUS

I. Information on Instructors and Tutor:

BUSI1004H &M:	Instructor: Mr. Baniel CHEUNG	Email: banielcheung@business.hku.hk
BUSI1004I:	Instructor: Dr. Rungting TU	Email: rungting@business.hku.hk
BUSI1004 J, K, & L:	Instructor: Ms. Yin Mei NG	Email: ymng@business.hku.hk
BUSI1004HIJKLM:	Tutor: Ms. Joyce KONG Office: 601B, Meng Wah	Email: joycekong@business.hku.hk Phone: 2219-4670

II. Course Meeting Time:

Each course will meet three hours weekly from January 16, 2012 to April 27, 2012 excluding the reading week (March 5-10, 2012) and university holidays. The class meeting time of each course is listed below:

BUSI1004H:	Tues	4:00 p.m. – 4:55 p.m.	&	Thu	4:00 p.m. – 5:55 p.m.
BUSI1004I:	Tues	9:30 a.m. – 11:25 a.m.	&	Thu	9:30 a.m. – 10:25 a.m.
BUSI 1004J:	Wed	9:30 a.m. – 11:25 a.m.	&	Fri	9:30 a.m. – 10:25 a.m.
BUSI 1004K:	Wed	11:30 a.m. – 12:25 p.m.	&	Fri	10:30 a.m. – 12: 25 p.m.
BUSI 1004L:	Tue	11:30 a.m. – 12: 25 p.m.	&	Thu	10: 30 a.m. – 12: 25p.m.
BUSI1004M:	Tue	1:00 p.m. – 2:55 p.m.	&	Thu	1:00 p.m. – 1:55 p.m.

III. Course Description and Objectives:

Course Description

Demanding customers, fast-changing technologies, increasing global competition, deregulation and social changes in global markets have created new challenges and opportunities for a wide range of businesses all over the world. These challenges and opportunities require organizations to develop sound marketing strategies to anticipate and respond to the constantly changing environment.

The course focuses on providing an introduction to the basic principles of marketing and covering key marketing concepts and processes such as managing customer relationships, marketing planning, understanding customers, competitors, and marketplace, developing marketing strategies (segmentation, targeting, and positioning) and marketing program (products/services/branding, pricing, channel, and marketing communications). Concepts and issues at the strategic level of marketing as well as specific analytical approaches and tools needed for marketing decisions will be covered. Contexts for discussion and learning will be

global with special reference to markets in Asia and China. Special topics such as ethical issues in marketing, corporate social responsibility, and technological impacts on marketing are also integrated in discussion.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses. A group project involving the development of a new product/service marketing plan will provide students with hands-on experience in applying learned marketing concepts and tools to identify marketing challenges/opportunities and formulate effective marketing strategies and programs in a competitive environment.

Course Objectives

1. To learn the fundamental principles and theories of marketing
2. To develop capacity to obtain and process relevant information and analytical skills to identify critical issues, problems, and opportunities
3. To apply relevant marketing concepts and analytical tools, identify viable alternatives, make informed choices, and recommend marketing implementation plans
4. To broaden perspectives of ethics and social responsibility, keep abreast of global developments, and adapt to changing environments
5. To develop skills for effective verbal and written communication
6. To learn to function effectively in a team

Course Prerequisite

This introductory course is designed for undergraduate students with no or limited background in marketing.

Textbook

Philip Kotler and Gary Armstrong, *Principles of Marketing, 14th Ed.*, Pearson Global Edition, 2011. (available in the HKU bookstore)

IV. Course Learning Outcomes (CLOs):

On completion of this course, students should be able to:

- CLO1.** Comprehend key marketing principles, approaches, concepts, processes, and analytical tools
- CLO2.** Discuss and evaluate customers, competitors, and markets with relevant information obtained and analyzed
- CLO3.** Utilize learned marketing knowledge and skills to identify critical marketing issues/problems/opportunities relevant to the contexts, formulate marketing solutions, evaluate viable alternatives and trade-offs, and recommend effective marketing strategies and integrated marketing programs with considerations of social responsibility and ethical issues
- CLO4.** Demonstrate effective written and verbal communication and teamwork skills through marketing presentations and reports.

Alignment of Program and Course Learning Outcomes:

Program Learning Outcomes	Course Learning Outcomes (CLO)
1. Acquisition and internalization of business knowledge and skills in key functional areas.	CLO1, CLO2
2. Application of business knowledge to solve business problems.	CLO2, CLO3
3. Develop managerial leadership and inculcate professional ethics and competency in business.	CLO2, CLO3, CLO4
4. Developing global outlook	CLO1, CLO2, CLO3, CLO4
5. Mastering communication skills	CLO4

V. Teaching and Learning Activities (TLA):

TLA1: Interactive Lectures and Discussions

- Interactive lectures will be provided by the instructor to illustrate and reinforce key marketing concepts and principles. Students are expected to have pre-class reading and preparations and encouraged to share their views and experience actively in class discussions to deepen their learning.
- Examples of company cases/videos and applied marketing scenarios will be integrated in the lectures and class discussions. Students will be challenged to view marketing from different perspectives (e.g., consumer, company, competitors) to enhance their critical thinking skills.

TLA2: Class Work

- Class work will be used to deepen students' learning and develop their application capability on specific topics. Students are expected to address issues posted in these class exercises and share their thoughts in class. Verbal/ written feedback from lecturer, peer, and/or self will be used to facilitate continuous learning.

TLA3: Case Study

- Case study is used to provide students with opportunities to (1) apply their learned marketing principles and tools to analyze the business situations, identify critical issues and/or problems, evaluate alternatives, and make recommendations in applied marketing settings; and (2) reinforce the learning with formative feedback for continuous assessment.

TLA4: Group New Product/Service Marketing Plan Project (Presentation and Report)

- Group new product/service marketing plan project will allow students to go through the steps of the marketing planning process from the perspective of a marketing manager/consultant and integrate the learned marketing concepts and skills in an applied business situation.
- Major goals :
 - ✓ to promote students' active learning
 - ✓ to develop students' skills on critical thinking, analytical, and problem-solving
 - ✓ to stimulate students' creativity
 - ✓ to enhance students' skills on communication, presentation, and teamwork
- Project Background and Requirements:

Assuming that you are a group of junior consultants in a marketing consulting firm, your group is responsible for developing a marketing plan of a new product/service concept for a company. The expectations of your client on your proposed marketing plan include:

 1. Analyze the company's current marketing situation and identify potential opportunities and threats that may have impacts on the company,
 2. Develop a new product/service concept that can create customer value, and
 3. Recommend marketing strategy and program for your proposed new product/service to help the company stay profitable, competitive, and sustainable.
- Each group will first select a company and then conduct a situation analysis by collecting and analyzing relevant information, suggest a new product/service idea, and make recommendations on marketing strategy and integrated marketing mix for the company.
- Each group is required to (1) make a 15-minute group marketing plan presentation in class followed by a 5-minute Q&A session and (2) submit a group written marketing plan report.
- Individual groups can seek instructor's feedback on its presentation performance and areas for improvement after the completion of group presentation.

VII. Assessment:

Assessment Tasks (AT):

Each student will be assessed by a combination of the group work (50%) and individual work (50%):

AT1: Class Participation	15%
AT2: Group Case Study	15%
AT3: Group Marketing Project:	
▪ Marketing Plan Presentation	15%
▪ Marketing Plan Written Report	20%
AT4: Final Examination	<u>35%</u>
	100%

Peer Evaluation for Group Work:

- In normal cases, each individual group member receives the same total score for his/her group work. However, in some cases, individual group members' scores will be adjusted depending on their efforts, performance, and contributions to the group work.
- At the end of the semester, each student is required to evaluate her-/himself and other group members independently and submit the *Self and Peer Evaluation Form*. The group's overall peer evaluation results will be used as one of the references for determining an individual student's total score of group work.

Late Assignment Penalty:

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days later than the due date:</u>	<u>Deduction of the total point</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

Alignment of Course Learning Outcomes, Teaching and Learning Activities, and Assessment Tasks:

Course Learning Outcomes	Teaching and Learning Activities				Assessment Tasks			
	TLA1	TLA2	TLA3	TLA4	AT1	AT2	AT3	AT4
CLO1	✓	✓	✓	✓	✓	✓	✓	✓
CLO2	✓	✓	✓	✓	✓	✓	✓	✓
CLO3	✓	✓	✓	✓	✓	✓	✓	✓
CLO4	✓	✓	✓	✓	✓	✓	✓	✓

Assessment Criteria and Marking Rubrics:

AT1: Class Participation (15%)

- Each student is expected to prepare for each class by completing pre-class assigned reading materials and works and actively participate and contribute to the class discussions and activities.
- If a student has missed a class, s/he is responsible for everything taught or announced in the class on the day of their absence. No make-up arrangement can be made for any missing class work and activity.

- With the purpose of continuous learning and improvement, the assessment of class participation is regarded in this course as an assessment for learning. Each student is expected to (1) prepare for the pop-up class work by studying and integrating the learned knowledge in class and assigned readings, and (2) reflect on the self-learning strategy and effectiveness in the group process in the mid and/or end of the course.
- Class Participation with a possible total score of 100 will be assessed against the following assessment criteria and rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Criteria for <u>Class Participation</u> (100%)
Outstanding 100 - 80	<ul style="list-style-type: none"> ➢ Clarity and accuracy of the critical aspects ➢ Frequency and quality of class contribution ➢ Reflection on the self and group process with improvement suggestions <ul style="list-style-type: none"> ▪ All or almost all oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Consistently actively contribute to the class discussions and activities by providing relevant and helpful examples and analyses, suggesting creative and insightful solutions, raising thoughtful questions, synthesizing across readings and discussions, appropriately challenging assumptions and perspectives, expanding the class's perspective, and/or reflecting the group process and individual contributions to the group work with thoughtful improvement suggestions in the future.
Proficient 79 - 70	<ul style="list-style-type: none"> ▪ Most oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Actively contribute to the class discussions and activities by providing relevant examples and analyses, suggesting creative solutions, raising some thoughtful questions, occasionally synthesizing across readings and discussions, appropriately challenging assumptions and perspectives, expanding the class's perspective, and/or reflecting the group process and individual contributions to the group work with good improvement suggestions in the future.
Competent 69 - 60	<ul style="list-style-type: none"> ▪ Some oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Contribute to the class discussions and activities by providing some relevant examples and analyses, suggesting solutions but lacking of creativity, raising questions for clarification, sharing ideas only based on required readings, and/or describing the group process and individual contribution to the group work with limited improvement suggestions in the future.
Adequate 59 - 50	<ul style="list-style-type: none"> ▪ Few oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Contribute to the class discussions and activities by providing limited relevant examples and analyses, suggesting incomplete solution, raising questions and sharing ideas not closely related to the topic being discussed, and/or including incomplete descriptions of the group process and individual contribution to the group work without improvement suggestions in the future.
Fail <50	<ul style="list-style-type: none"> ▪ Very few or no oral/written responses are clear, accurate, and/or with sufficient elaboration as required. ▪ Do not contribute or have limited contribution to the class discussions and activities by providing irrelevant examples, analyses, and solutions, raising questions and sharing ideas unrelated to the topic being discussed, and failed to reflect on the group process and individual contribution to the group work and to suggest improvement in the future or the reflection is unrelated to the objectives.

AT2: Group Case Study (15%)

- Group case study will be used to assess students' (1) analytical skill to identify critical issues and problems, (2) application of relevant marketing approaches and tools to analyze the situations and formulate creative and feasible solutions relevant to contexts, and (3) the effectiveness of written communication and working in a team.
- Each group will be required to submit a written analysis of the assigned case. The group case study report should consist of the following three main parts:
 1. Marketing problems or key managerial decisions to be made
 2. Analysis and evaluation of critical issues
 3. Recommendations with supports
- The case study report should be limited to 5 pages (A4-size paper, typed, 1" margins, 1.5 line spacing, and font size 11) plus appendices/ exhibits of diagrams, figures, tables, and graphs
- The group case study report with a possible total score of 100 will be assessed against the following criteria with specific weightings indicated in the table below:

Assessment Criteria and Weightings	Problem Identification and Analysis (50%)	Recommendations (40%)	Effectiveness of Writing (10%)
Explanations for the Assessment Criteria	<ul style="list-style-type: none"> ➢ Clarity of important marketing problems, key managerial decisions, and/or critical issues identified ➢ Breadth, depth, and consistency of critical analysis and evaluation of the problems with supports of sufficient, relevant, and reliable facts/data and application of appropriate concepts / techniques / examples 	<ul style="list-style-type: none"> ➢ Clarity, logical flow, consistency, feasibility, and innovativeness of recommendations ➢ Evaluations of alternatives 	<ul style="list-style-type: none"> ➢ Organization, coherence, fluency, appropriate length and tone, and writing accuracy

- The assessment rubrics for the group case study report are indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for Group Case Study Report
Outstanding 100 - 80	<p><u>Problem Identification and Analysis</u> (50%)</p> <ul style="list-style-type: none"> ▪ All or almost all important marketing problems, key managerial decisions, and/or critical issues are accurately identified and clearly addressed. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. <p><u>Recommendations</u> (40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are well thought-out and well-articulated with logical flow, consistent, feasible, and highly innovative. ▪ Almost all pros and cons of alternatives are thoroughly and critically evaluated. <p><u>Effectiveness of Writing</u> (10%)</p> <ul style="list-style-type: none"> ▪ The report is well organized with clear coherence and smooth progression of ideas, appropriate length and tone, and free of most writing errors.

<p>Proficient 79 - 70</p>	<p><u>Problem Identification and Analysis</u> (50%)</p> <ul style="list-style-type: none"> ▪ Most important marketing problems, key managerial decisions, and/or critical issues are accurately identified and clearly addressed. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful facts/data and application of appropriate concepts /techniques/examples. <p><u>Recommendations</u> (40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are generally clear, logical, consistent, feasible, and innovative. ▪ Most pros and cons of alternatives are sufficiently examined. <p><u>Effectiveness of Writing</u> (10%)</p> <ul style="list-style-type: none"> ▪ The report is well organized with coherence and progression of ideas, appropriate length and tone, and generally free of most writing errors.
<p>Competent 69 - 60</p>	<p><u>Problem Identification and Analysis</u> (50%)</p> <ul style="list-style-type: none"> ▪ Some important marketing problems, key managerial decisions, and/or critical issues are accurately identified and clearly addressed. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant facts/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. <p><u>Recommendations</u> (40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are logical, consistent, with insufficient depth of thoughts and elaborations, and showing attempts to look for feasible and innovative solutions ▪ Some pros and cons of alternatives are examined with some elaboration. <p><u>Effectiveness of Writing</u> (10%)</p> <ul style="list-style-type: none"> ▪ The report is generally organized with some coherence and progression of ideas, appropriate length and tone, and a few noticeable writing errors.
<p>Adequate 59 - 50</p>	<p><u>Problem Identification and Analysis</u> (50%)</p> <ul style="list-style-type: none"> ▪ Less important marketing problems/managerial decisions and/or basic issues are identified and addressed. ▪ The analysis lacked of a clear focus, insufficient consistency, largely descriptive, with limited support of helpful and relevant facts/data and application of appropriate concepts/techniques/examples. <p><u>Recommendations</u> (40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are basically logical, but with insufficient thoughts and elaborations, some inconsistency, and showing only adequate attempt to look for feasible and innovative solutions ▪ Some pros and cons of alternatives are identified with limited elaborations. <p><u>Effectiveness of Writing</u> (10%)</p> <ul style="list-style-type: none"> ▪ The report is adequately organized with some lapses in coherence or progression of ideas, inappropriate length and/or tone, and/or some noticeable writing errors.
<p>Fail <50</p>	<p><u>Problem Identification and Analysis</u> (50%)</p> <ul style="list-style-type: none"> ▪ Marketing problems, managerial decisions, and/or issues identified are superficial, inadequate, irrelevant, or absent. ▪ The analysis is missing or descriptive with no or little supports of relevant facts/data and application of appropriate concepts/techniques/examples. <p><u>Recommendations</u> (40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are not well thought-out, lack of logical flow, inconsistent, impractical, not innovative, and/or even biased. ▪ Very few or no pros and cons of alternatives are identified. <p><u>Effectiveness of Writing</u> (10%)</p> <ul style="list-style-type: none"> ▪ The report is poorly organized with serious problems in coherence or progression of ideas, inappropriate length and tone, and writing errors so serious that meaning is obscured.

AT3: Group New Product/Service Marketing Plan Project (35%)

- Group new product/service marketing plan project will be used to assess students' ability to (1) obtain and integrate relevant information to understand and analyze marketing situations, (2) identify critical issues, problems, and opportunities in ill-defined /novel situations, and (3) apply relevant findings and appropriate marketing approaches and tools to recommend implementation plans of marketing strategies and program specific to the contexts with considerations of social responsibility and ethical issues. The effectiveness of presentation and written communication will also be assessed.
- The group new product/service marketing plan project consists of oral presentation (15%) and written report (20%), each with a possible total score of 100, will be assessed against the following criteria with specific weightings indicated in the table below:

Assessment Criteria for Group New Product/Service Marketing Plan Project	Group Oral Presentation (100%)	Group Written Report (100%)
1. Executive summary	---	5%
2. Situation analysis	30% (a summary of key analyses)	40% (full version with details)
3. Recommendations on marketing strategy and integrated marketing program	40%	40%
4. Effectiveness of presentation/writing	30%	15%
Total Score:	100%	100%

- Detailed explanations for the required contents and assessment criteria of the new product/service marketing plan presentation and report are provided below:

Explanations for Required Contents:	Explanations for Assessment Criteria:
<p><u>Executive summary:</u></p> <ul style="list-style-type: none"> ▪ Provide a synopsis / abstract of the entire marketing plan 	<p><u>Executive summary:</u></p> <ul style="list-style-type: none"> ▪ Thoroughness and Precision ▪ Clarity and fluency ▪ Consistency
<p><u>Situation analysis:</u></p> <p>A. Customer analysis B. Competitor analysis C. Market analysis D. SWOT analysis</p> <ul style="list-style-type: none"> ▪ Analyze your client company's <u>current</u> marketing situations with relevant and reliable primary and/or secondary research supports. ▪ Review and evaluate (A) customer needs and characteristics, (B) key competitors and company's strengths and weaknesses in relation to key competitors, and (C) industry characteristics and trends that will impact on the company, and opportunities and threats faced by the companies in the industry, and (D) summarize and prioritize the company's strengths, weaknesses, opportunities, and threats in its internal and external marketing environments. ▪ Overall, the findings/conclusions of this situation analysis are to provide the evidence to support the needs for your proposed new product/service concept for the company's existing and/or new customers. 	<p><u>Situation analysis:</u></p> <ul style="list-style-type: none"> ➤ Identification of critical issues of the company's current situation ➤ Breadth, depth, clarity, and consistency of the analysis ➤ Supports of sufficient, relevant, and reliable facts/data ➤ Application of appropriate concepts / techniques / examples ➤ Overall understanding and insightfulness of the overall findings generated by synthesizing across analyses

<p>Recommendations:</p> <p>A. Marketing Objectives</p> <ul style="list-style-type: none"> ▪ Define the marketing objectives of the marketing plan with rationales <p>B. Marketing Strategy</p> <ol style="list-style-type: none"> 1. Competitive Advantage 2. Targeting and positioning <ul style="list-style-type: none"> ▪ Discuss the company's competitive advantages and recommend strategies of targeting and positioning of the proposed company's offerings. <p>C. Integrated Marketing Program</p> <ol style="list-style-type: none"> 1. Product/Service & branding strategy 2. Pricing strategy 3. Channel strategy 4. Integrated marketing communications strategy (new product launch and 2-year plan) <ul style="list-style-type: none"> ▪ Describe the new product/service concept and key selling points as well as the recommended marketing mix program to support the product/service launch. <p><u>Overall advice:</u></p> <ul style="list-style-type: none"> ▪ If needed, you may conduct further analyses on the market, customers, and/or competitors <i>of the proposed new product/service concept</i> to support your recommendations. ▪ Make sure your recommendations are: <ul style="list-style-type: none"> ✓ Aligned to your proposed marketing objectives ✓ Consistent with the findings of the situation and SWOT analyses ✓ Aligned to the client company's expectations - to help the company stay <i>profitable, competitive, and sustainable</i>. 	<p>Recommendations:</p> <ul style="list-style-type: none"> ➤ Breadth, depth, clarity, and consistency of the proposed marketing objectives/strategies/mix ➤ Relevancy, logical, responsiveness, feasibility, and innovativeness of recommendations ➤ Supports of sufficient, relevant, and reliable facts/data or findings ➤ Application of appropriate concepts/techniques /examples ➤ Evaluations of alternatives and/or trade-offs ➤ Alignment of overall recommendations of the marketing plan to the objectives - profitability, competitiveness, and sustainability.
<p>Group Oral Presentation:</p> <ul style="list-style-type: none"> ▪ Each group will conduct a 15-min group presentation followed by a 5-minute Q&A ▪ Each group is expected to submit a hardcopy of its presentation powerpoint slides before your presentation starts 	<p>Effectiveness of Presentation:</p> <ul style="list-style-type: none"> ➤ Organization and coherence ➤ Clarity and fluency ➤ Effective use of presentation aids ➤ Appropriate length, pace, and tone ➤ Engagement of audience ➤ Creativity, confidence, and enthusiasm shown ➤ Handling of Q&A
<p>Group Written Report:</p> <ul style="list-style-type: none"> ▪ Submit a written report with a page limit of 15 pages (excluding cover page, appendix, reference list) ▪ Typed; A4-size paper, 1" margins, 1.5 line spacing, font size 11 point ▪ Consult at least 10 different reliable reference sources and follow professional formats for referencing and citations 	<p>Effectiveness of Writing:</p> <ul style="list-style-type: none"> ➤ Ability to arouse and maintain interests ➤ Organization and coherence ➤ Introduction and conclusion ➤ Clarity and fluency ➤ Appropriate length and tone ➤ Accuracy ➤ Proper and consistent referencing and citation style

- The group marketing plan presentation and report, each with a possible total score of 100, will be assessed against the following criteria with specific weightings and marking rubrics indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for Group Marketing Plan Presentation (P) and Report (R)
<p>Outstanding 100 - 80</p>	<p><u>Executive Summary</u> (R: 5%)</p> <ul style="list-style-type: none"> ▪ The executive summary is thorough, precise, articulated with clarity and fluency, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 30%; R: 40%)</p> <ul style="list-style-type: none"> ▪ All or almost all critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful fact/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. ▪ The overall situation analysis demonstrates a profound understanding of the company’s current situation and generates insightful overall findings by sophisticatedly synthesizing across analyses. <p><u>Recommendations</u> (P: 40%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are well thought-out and well-articulated with logical flow, consistent, responsive, feasible, and highly innovative. ▪ Almost all pros and cons of alternatives are thoroughly and critically evaluated. ▪ The overall recommendations of the marketing plan are closely aligned to all of the objectives - profitability, competitiveness, and sustainability – and explicitly and clearly addressed. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is well organized with clear coherence, smooth progression of ideas, articulated and polished with clarity and fluency, effective use of presentation aids, and appropriate length, pace, and tone. ▪ The presentation group skillfully engages the audience and demonstrates consistently high level of creativity, confidence, enthusiasm, and capability of handling Q&A session. <p><u>Effectiveness of Writing</u> (R: 15%)</p> <ul style="list-style-type: none"> ▪ The report is skillful at arousing and maintaining interests, well organized with clear coherence and smooth progression of ideas, very effective introduction and conclusion, articulated with clarity and fluency, appropriate length and tone, free of most writing errors, and proper and consistent referencing and citations without errors.
<p>Proficient 79 - 70</p>	<p><u>Executive Summary</u> (R: 5%)</p> <ul style="list-style-type: none"> ▪ The executive summary is generally thorough, precise, clear, fluent, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 30%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Most critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data and application of appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a good understanding of the company’s current situation and a capability of generating overall findings with some insights by synthesizing across analyses. <p><u>Recommendations</u> (P: 40%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are generally clear, logical, consistent, responsive, feasible, and innovative. ▪ Most pros and cons of alternatives are sufficiently examined. ▪ The overall recommendations of the marketing plan are aligned to most of the

	<p>objectives - profitability, competitiveness, and sustainability – and clearly addressed.</p> <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is well organized with coherence, generally effective use of presentation aids, generally clear and fluent, and appropriate length, pace, and tone. ▪ The presentation group is generally able to engage audience and demonstrated creativity, confidence, enthusiasm, and capability of handling Q&A session. <p><u>Effectiveness of Writing</u> (R: 15%)</p> <ul style="list-style-type: none"> ▪ The report is generally able to arouse and maintain interests, well organized with coherence and progression of ideas, good introduction and conclusion, generally clear and fluent, appropriate length and tone, generally free of most writing errors, and consistent referencing and citations with only a few minor mistakes.
<p>Competent 69 - 60</p>	<p><u>Executive Summary</u> (R: 5%)</p> <ul style="list-style-type: none"> ▪ The executive summary is moderately thorough, precise, clear, fluent, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 30%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Some critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant fact/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a moderate understanding of the company’s current situation and progress in generating overall findings with developing skills in synthesizing across analyses. <p><u>Recommendations</u> (P: 40%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are logical, consistent, with insufficient depth of thoughts and elaborations, and showing attempts to look for responsive, feasible, and innovative solutions ▪ Some pros and cons of alternatives are examined with some elaboration. ▪ The overall recommendations of the marketing plan are aligned to some of the objectives - profitability, competitiveness, and sustainability – and addressed. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is organized with some coherence, moderately clear and fluent, moderately effective use of presentation aids, and some inappropriate length, pace, or tone. ▪ The presentation group shows attempts to engage audience and moderate creativity, confidence, enthusiasm, and/or capability of handling Q&A session. <p><u>Effectiveness of Writing</u> (R: 15%)</p> <ul style="list-style-type: none"> ▪ The report shows attempts to arouse and maintain interests and is organized with some coherence and progression of ideas, moderately clear introduction and conclusion, moderately clear and fluent, some inappropriate length or tone, a few noticeable writing errors, and some inconsistent referencing and citations with a few noticeable mistakes.
<p>Adequate 59 - 50</p>	<p><u>Executive Summary</u> (R: 5%)</p> <ul style="list-style-type: none"> ▪ The executive summary is adequately thorough, precise, clear, fluent, and consistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 30%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Few critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis lacks of a clear focus, with insufficient elaboration, insufficient consistency, largely descriptive, with limited support of helpful and relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis demonstrates a limited understanding of the company’s current situation and needs further work to generate overall findings by synthesizing across analyses.

	<p><u>Recommendations</u> (P: 40%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are basically logical, but with insufficient thoughts and elaborations, some inconsistency, and showing only adequate attempt to look for responsive, feasible, and innovative solutions ▪ Some pros and cons of alternatives are identified with limited elaborations. ▪ Limited alignment of overall recommendations of the marketing plan to the objectives - profitability, competitiveness, and sustainability - is shown. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation is adequately organized with some lapses in coherence or progression of ideas, adequately clear and fluent, adequately effective use of presentation aids, and inappropriate length, pace, and/or tone. ▪ The presentation group shows adequate effort to engage audience, creativity, confidence, enthusiasm, and/or capability of handling Q&A session. <p><u>Effectiveness of Writing</u> (R: 15%)</p> <ul style="list-style-type: none"> ▪ The report shows adequate effort to arouse and maintain interests and is adequately organized with some lapses in coherence or progression of ideas, introduction and conclusion with some inconsistency, adequately clear and fluent, inappropriate length and/or tone, some noticeable writing errors, and/or inconsistent referencing and citations with some noticeable mistakes.
<p>Fail < 50</p>	<p><u>Executive Summary</u> (R: 5%)</p> <ul style="list-style-type: none"> ▪ The executive summary is missing most important parts, imprecise, unclear, halting, and/or inconsistent with the analyses and recommendations followed. <p><u>Situation analysis</u> (P: 30%; R: 40%)</p> <ul style="list-style-type: none"> ▪ All or almost all issues of the company's current situation identified are uncritical and irrelevant. ▪ The analysis is missing or descriptive with no or little supports of relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis does not demonstrate an understanding of the company's current situation and any work to generate overall findings by synthesizing across analyses. <p><u>Recommendations</u> (P: 40%; R: 40%)</p> <ul style="list-style-type: none"> ▪ Recommendations are not well thought-out, lack of logical flow, inconsistent, not responsive, impractical, not innovative, and/or even biased. ▪ Very few or no pros and cons of alternatives are identified. ▪ The alignment of overall recommendations of the marketing plan to objectives - profitability, competitiveness, and sustainability - is not shown. <p><u>Effectiveness of Presentation</u> (P: 30%)</p> <ul style="list-style-type: none"> ▪ The presentation poorly organized with serious problems in coherence or progression of ideas, unclear, halting, ineffectively use of or lack of use presentation aids, and inappropriate length, pace, and/or tone. ▪ The presentation group shows no or little effort to engage audience, creativity, confidence, enthusiasm, and/or capability of handling Q&A session. <p><u>Effectiveness of Writing</u> (R: 15%)</p> <ul style="list-style-type: none"> ▪ The report shows no or little effort to arouse and maintain interests and is poorly organized with serious problems in coherence or progression of ideas, missing introduction and/or conclusion, unclear, halting, inappropriate length and tone, writing errors so serious that meaning is obscured, and/or many inconsistent referencing and citations with a number of noticeable mistakes.

AT4: Final Exam (35%)

The final examination will be cumulative and closed-book. Students are responsible for all the materials covered in the course. The final exam will be used to assess students' (1) understanding of key marketing principles and concepts, (2) application of the learned

knowledge and skills to identify critical marketing issues and recommend solutions relevant to the contexts, and (3) the effectiveness of written communication.

The final examination consists of two sections: multiple choice questions (50%) and essay questions (50%).

Multiple choice questions with a possible total score of 50 will be used to assess students' understanding of key marketing concepts and processes covered in class and assigned textbook chapters. Students should choose one best answer for each multiple choice question and mark the chosen answer clearly on the answer sheet provided. Each correct answer will be awarded one point. Each incorrect or missing answer will have zero point.

Essay questions with a possible total score of 50 will be used to evaluate students' ability to integrate and apply the learned knowledge and skills to identify marketing problems and critical issues, compare, contrast, and evaluate alternatives, and/or recommend marketing solutions relevant to the contexts. The responses to the essay questions will be assessed against the accuracy, thoroughness, clarity, and organization of the responses to the required questions.

The marking rubrics for the written final exam are indicated in the table below:

Performance Level (with Score Range)	Assessment Rubrics for the Written Final Exam (100%)
Outstanding 100 - 80	<p><u>Multiple Choice Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ 80-100% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ All or almost all of the required questions are clearly and accurately responded. ▪ All or almost all of the responses are well organized, clear, fluent, and with sufficient elaboration.
Proficient 79 – 70	<p><u>Multiple Choice Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ 70-79% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ Most of the required questions are clearly and accurately responded. ▪ Most of the responses are well organized, clear, fluent, and with sufficient elaboration.
Competent 69 - 60	<p><u>Multiple Choice Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ 60-69% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ Some of the required questions are clearly and accurately responded. ▪ Some of the responses are well organized, clear, fluent, and/or with sufficient elaboration.
Adequate 59 - 50	<p><u>Multiple Choice Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ 50-59% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ Few of the required questions are clearly and accurately responded. ▪ Few of the responses are well organized, clear, fluent, and/or with sufficient elaboration.
Fail < 50	<p><u>Multiple Choice Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ Fewer than 50% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (50%)</p> <ul style="list-style-type: none"> ▪ Very few of the required questions are clearly and accurately responded. ▪ Very few of the responses are well organized, clear, fluent, and/or with sufficient elaboration.

Course Final Grade:

- Individual student's final grade for the course will be assigned according to the accumulative score that s/he has obtained from all of the assessment tasks:

Course Final Grade = Accumulative score of all assessment tasks obtained (100%)

Course Final Grade = Class Participation (15%) + Group Case Study (15%) + Group Marketing Plan Presentation (15%) + Group Marketing Plan Report (20%) + Final Exam (35%)

- The conversion of the accumulative score to the course final grade is summarized below:

Course Final Grade	Accumulative Score of All Assessment Tasks Obtained
A+, A, A-	100% – 80%
B+, B, B-	79% – 70%
C+, C, C-	69% – 60%
D+, D	59% – 50%
F	< 50%

IX. Course Policies on Academic Dishonesty

The University Regulations on academic dishonesty will be strictly enforced.

- Academic dishonesty includes, but is not necessarily limited to, the following types: plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the following HKU links for details:
 - “What is Plagiarism?”: <http://www0.hku.hk/plagiarism/>
 - “Plagiarism and How to Avoid it”: <http://www4.caes.hku.hk/plagiarism/>
 - “HKU Policies on Plagiarism”: http://lib.hku.hk/turnitin/turnitin_plagiarism.html
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Useful HKU links are provided below for your reference:
 - “HKU Undergraduate Student Handbook”: <http://www.asa.hku.hk/HBFT.pdf>
 - “Examination Regulations and Important Notices”: <http://hku.hk/exam/>
 - “Copyright in Teaching and Learning at HKU”: <http://lib.hku.hk/copyright/index.html>

COURSE OUTLINE

Please refer to the course schedule provided by the instructor of specific section you are enrolling for details.

	Topics	Assigned Textbook Reading*
1	<u>Introduction to Marketing</u> <ul style="list-style-type: none"> ▪ Marketing Process ▪ Marketing Planning 	Ch. 1 Ch. 2 (p. 60 – 81)
2	<u>Understanding the Marketplace, Customers, and Competitors</u> <ul style="list-style-type: none"> ▪ Assessing (Global) Marketing Environment ▪ Understanding Customer Behaviors ▪ Assessing Competitors ▪ Managing Marketing Information 	Ch. 3 & 19 (p. 575- 584) Ch. 5 & 6 (p. 190 - 204) Ch. 18 (p. 552 – 557) Ch. 4 (p. 120 - 145)
3	<u>Formulating Customer-Driven Marketing Strategy</u> <ul style="list-style-type: none"> ▪ Segmentation ▪ Targeting ▪ Positioning 	Ch. 7
4	<u>Designing Integrated Marketing Programs</u> <ul style="list-style-type: none"> ▪ Product, Services, and Branding Strategy ▪ New Product Development & PLC Strategies ▪ Pricing Strategies and Tactics ▪ Channel Strategy ▪ Integrated Marketing Communications Strategy 	Ch. 8 Ch. 9 Ch. 10 & 11 (p. 336 - 351) Ch. 12 (p. 364 - 380) Ch. 14
5	<u>Sustainable Marketing</u> <ul style="list-style-type: none"> ▪ Social Responsibility and Ethics 	Ch. 20 (p. 606 – 608, 623- 632)

**Required textbook: Philip Kotler and Gary Armstrong, Principles of Marketing, 14th Ed., Pearson Global Edition, 2011.*