

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title : Postgraduate Diploma in Education (Professional and Vocational Education)

Programme QF Level : 6

Course Title : Strategic Marketing for PVE

Course Code : IBS5142

Department : Social Sciences

Credit Points : 3

Contact Hours : 39

Pre-requisite(s) : Nil

Medium of Instruction: CMI

Course Level : 5

Part II

The University's 4Cs Learning Framework and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important attributes embodied in the 4Cs.

The 4Cs are:

- Character and moral responsibility
- Competence and professional excellence
- Cultivation of wisdom and intellectual engagement
- Civic-mindedness & social responsibility

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Synopsis

Effective marketing helps to develop productive relationships between the educational institutions and whom they serve. This course provides opportunities for participants to acquire a range of marketing concepts and theories for effective positioning their

institutions in the marketplace of PVE and for developing and promoting PVE programmes.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

- CILO₁ evaluate different philosophies of marketing management;
- CILO₂ analyse the market needs of vocational education from societal and organisational perspectives;
- CILO₃ analyse a range of approaches to vocational programme design and evaluate their applicability for real practice; and
- CILO₄ develop an effective marketing plan to promote vocational programmes.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Marketing concepts and theories: consumer behaviour, market segmentation, targeting, positioning, product and pricing, and promotion;	CILO _{1,2}	Lecture, Illustration with local and international case studies, Group discussion
Public relations, marketing communications, and marketing tools: e.g. E-Consumers, E-Marketing research, E-Advertising;	CILO _{1,2}	Lecture, Illustration with local and international case studies, Group discussion
The educational marketplace and marketing environment for PVE institutions;	CILO _{2,3}	Lecture, Life examples and Case studies of scenarios of PVE Institutions
Characteristics of the proactive vocational education providers;	CILO _{2,3}	Textual inquiry, Group discussion and debate
Strategic planning of PVE programmes;	CILO _{2,3,4}	Brainstorming exercises, discussion, lecture, case study
Programme design to meet clientele requirements;	CILO _{3,4}	Lecture, illustration, case study, hands on practice
Special role of in-house trainers in the workplace.	CILO _{3,4}	Brainstorming exercises, discussion, lecture, case study

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Review report on the strategic marketing of a PVE institution or participant's own one. Participants are required to critically review the effectiveness of the strategic marketing.	40%	CILO _{1,2,3}
(b) PVE programme marketing plan. Participants are expected to design an innovative marketing plan for a PVE programme in his/her own organisation basing on the review report stated in part (a).	60%	CILO _{2,3,4}

5. Required Text(s)

Maringe, F. & Gibbs, P. (2009). *Marketing higher education: theory and practice*. Maidenhead, England: Open University Press.

6. Recommended Readings

- Cravens, D. W. & Piercy, N.F. (2013). *Strategic marketing*. New York : McGraw-Hill.
- Clarke, L. & Winch, C. (2007). *Vocational education: international approaches, developments and systems*. London; New York: Routledge.
- Demiray, U. & Sever, S. (2011). *Marketing online education programs: frameworks for promotion and communication*. Hershey, Pa.: Business Science Reference.
- Finch, C. R. & Crunkilton. J. R. (1999). *Curriculum development in vocational and technical education : Planning, content, and implementation*. Boston: Allyn and Bacon
- Gibbs, P. & Knapp, M. (2002) *Marketing higher and further education: an educator's guide to promoting courses, departments and institutions*. London: Kogan Page.
- Kerin, R.A. & Peterson, R.A. (2007). *Strategic marketing problems: cases and comments*. Upper Saddle River, N.J.: Pearson/Prentice Hall.
- Kolter, P. & Fox, K. (1995). *Strategic marketing for educational institutions*. Upper Saddle River, NJ: Prentice Hall.
- Oplatka, I. & Hemsley-Brown, J. (2012). *The management and leadership of educational marketing: research, practice and applications*. Bingley, England: Emerald.

Stephen, B. (2011). *Vocational education: purposes, traditions and prospects*. Dordrecht, Netherlands: Springer.

Tripathi, P. & Mukerji, S. (2011). *Cases on innovations in educational marketing: transnational and technological strategies*. Hershey, Pa.: Business Science Reference.

Venter, P. & Jansen van Rensburg, M. (2009). *Strategic marketing: theory and applications for competitive advantage*. Cape Town, South Africa: Oxford University Press.

7. Related Web Resources

Nil

8. Related Journals

Education + Training

Industry and Higher Education

International Journal of Educational Management

International Journal of Nonprofit and Voluntary Sector Marketing

Journal of Educational Administration

Journal of Vocational Education and Training

Technical Education and training abstract

9. Academic Honesty

The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students

(<https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89>). Students should familiarize themselves with the Policy.

10. Other

Nil