

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Arts (Honours) in Personal Finance and Bachelor of Education (Honours) (Business, Accounting and Financial Studies); all undergraduate programmes
Programme QF Level	: 5
Course Title	: Marketing
Course Code	: BUS2012
Department	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 2

Part II

The University's Graduate Attributes 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 graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

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. Course Synopsis

This course provides opportunities for students to explore the nature and function of marketing as well as traditional and internet marketing skills. It provides students with a solid foundation to evaluate marketing activities and apply important marketing concepts in an integrated and ethical responsible manner.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ Understand different philosophies and concepts in marketing management;
- CILO₂ Apply concepts and knowledge of marketing functions in authentic cases;
- CILO₃ Analyze consumer behaviour and describe the process of buying;
- CILO₄ Formulate effective marketing strategies in an ethical responsible way;
- CILO₅ Develop an effective marketing plans for launching a new product or service.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Definitions, roles and different philosophies of marketing management Formulation of an effective marketing mix	CILO _{1,2}	Lecture and case studies
Buyer behavior, market segmentation, targeting, and positioning	CILO _{1,3}	Lecture; Case study and group discussion; Website search for current information; Demonstration
Product and pricing strategies Channel behavior and organization Marketing communications	CILO _{1,2,3,4}	Lecture; illustration; Demonstration; Website search for current information; Case study; group discussion; Hand on practice
Internet as a marketing tool: E-Consumers, E-Marketing research, E-Advertising	CILO _{1,2,3,4}	Lecture; illustration; Demonstration; Case study and group discussion; Hand on practice
Marketing and society: social responsibility and marketing ethics	CILO ₃₋₅	Lecture; illustration; Demonstration; Case study and group discussion
Marketing plan for launching a product or service	CILO ₅	Lecture; illustration; Demonstration; Guest speech; Case study and group discussion; Hand on practice

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) A group project to develop a marketing plan for launching a product or service of a local or global business in an ethical manner, in which students have an opportunity to apply marketing	40%	CILO ₁₋₅

theories to real practices. (2,000 – 2,500 words)		
(b) Examination for assessing students' understanding of marketing management. (two hours)	50%	<i>CILO1-5</i>
(c) Class participations (including case study, discussions, presentations, online activities, etc.)	10%	<i>CILO1-5</i>

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

Not Permitted: In this course, the use of generative AI tools is not allowed for any assessment tasks.

Permitted: In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Marshall, G. & Johnston, M. (2018). *Marketing management* (3rd ed). New York: McGraw Hill.

7. Recommended Readings

Peelen, E. & Beltman, R. (2013). *Customer relationship management* (2nd ed). Harlow: Pearson.

Bickhoff, N., Hollensen, S & Opresnik, M. (2014). *The quintessence of marketing: What you really need to know to manage your marketing activities*. Berlin, Heidelberg: Springer.

Caterora, P., Graham, J. & Gilly, M. (2015). *International marketing* (17th ed.). New York: McGraw Hill.

Charlesworth, A. (2014). *Internet marketing - A practical approach* (2nd ed.). Abingdon, Oxon: Routledge, Taylor & Francis Group.

Emery, B. (2011). *Sustainable marketing* (1st ed.). Edinburgh Gate, Harlow: Pearson.

French, J. & Gordon, R. (2015). *Strategic social marketing*. London: SAGE Publications Ltd.

Mothersbaugh, D. & Hawkins, D. (2015). *Consumer behaviour: Building marketing strategy* (13th ed.). New York: McGraw Hill.

Nguyen, B. & Rowley, C. (2013). *Ethical and social marketing in Asia: Incorporating fairness management*. Amsterdam: Elsevier.

Palmer, A. (2011). *Principles of service marketing* (4th ed.). Berkshire: McGraw Hill.

Moran, M. & Hunt, B. (2015). *Search engine marketing, Inc: driving search traffic to your company's web site*. Upper Saddle River, NJ: IBM Press/Pearson.

Hair J.F. (2008) : 《行銷研究：市場調查》，王蕙芝譯，台灣，麥格羅希爾出版公司台灣分公司。

香港經濟日報 (2015) : 《香港品牌·新·經典》，香港，經濟日報出版社(香港)。

8. Related Web Resources

Hong Kong Institute of Marketing
The Academy of Management

<http://www.hkim.org.hk>

<http://www.aomonline.org>

The Chartered Institute of Marketing
World Marketing Association
International Management Journals
E-Marketer
Mobile Marketing Association

<http://www.cimhk.org.hk>
<http://www.worldmarketing.org>
<http://www.managementjournals.com>
<http://www.emarketer.com>
<http://ww.mmoglobal.com>

9. Related Journals

Journal of Marketing
Journal of Marketing Research
Journal of Consumer Marketing
Marketing Science
Economist
Harvard Business Review
Marketing Week
信報
香港經濟日報

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the Policy on Academic Honesty, Responsibility and Integrity (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Nil

July 2025