



## 1. General Information

Course Subject	MKTG
Course Number	3531
Course Title	Strategic Marketing Management
Academic Years	2023-2024
Grading Method	Letter

## 2. Instructors

Professor Huang, Zhongqiang Tak  
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Subclasses: 1A, 1B

## 4. Course Description

Course Description	<p>This course is aimed to provide advanced undergraduate students with knowledge and experience for the design of effective marketing strategies from a general management perspective. It examines the marketing management concepts underlying both consumer and industrial marketing strategy and tactics. Strategic marketing focuses on the concepts and processes involved in developing market-driven strategies. The key challenges in formulating market-driven strategies include: (1) acquiring a shared understanding throughout the organization about the current market and how it may change in the future, (2) identifying opportunities for delivering superior value to customers, (3) positioning the organization and its offerings to best meet the needs of its target markets, and (4) developing a coordinated marketing program to deliver superior customer value.</p> <p>This course is action-learning-oriented and involves running simulations of marketing strategies throughout the semester.</p>
Prerequisites	MKTG2501: Introduction to Marketing

## 5. Course Objectives

1. Provide a capstone class for undergraduate students with prior background in marketing to integrate their learning in marketing (“pull it all together”).
2. Help students learn to think strategically when making and implementing marketing decisions (“strategic decision making”).
3. Help students learn to apply specific analytical approaches and tools for understanding customers, competition, and markets (“applications of marketing data and information”).
4. Help students to develop an appreciation for the relationship between marketing and the other functional areas of business.

6. Faculty Learning Goals
Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Develop understanding about what is involved in making marketing decisions, including product, price, promotion, and place decisions to create a marketing mix.	✓	✓				
CLO2. Acquire an overview on the contemporary issues in marketing and the unique challenges faced by marketing managers in the dynamic business environment.	✓	✓		✓		
CLO3. Develop insights into how differences in economic, cultural, social, political, and legal environments can affect marketing decisions.	✓	✓		✓		
CLO4. Develop strategic thinking in the context of complex problems and challenges faced by the contemporary executives and managers.	✓	✓		✓		
CLO5. Acquire the necessary analytical and conceptual skills for developing successful marketing programs.	✓	✓	✓	✓		
CLO6. Discover sources of information for researching and evaluating product markets.		✓	✓	✓	✓	
CLO7. Communicate effectively about marketing issues in group discussions, oral presentations and written reports.			✓		✓	
CLO8. Work effectively as a team member in analyzing marketing issues.			✓		✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lectures Instructor will give lectures on major concepts and issues, and will show video clips to help students better understand the international business issues.	40	28.6
T&L2. Class Discussions and Participation Students will be asked to actively participate in all class discussions and share recent company news with other students.	20	14.3

8. Course Teaching and Learning Activities		
<p>T&amp;L3. Homework</p> <p>Homework will be designed to develop students' ability to summarize major issues, apply the concepts, evaluate and provide reasonable solutions in a business situation.</p>	20	14.3
<p>T&amp;L4. Simulation Project</p> <p>Students will develop analytical and decision-making skills through hands-on experience in formulating &amp; implementing market-driven strategies in a competitive environment, and develop ability to prepare and deliver a professional marketing presentation and work as a team.</p>	60	42.8
	Total: 140	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Individual Assessments	The assessments will be a combination of multiple choices and case/essay questions. Attendance at lectures will make a significant difference in learning and performance.	35%	1,2,3,4,5
A2. Group Project/Simulation	<p>A simulation software (MarkStrat) will be used throughout the course. This marketing strategy simulation will serve as a continuing, evolving "project" in which students will assume marketing management roles. Within the marketing strategy simulation, each group (up to a maximum of 6 groups) of 5-8 students will assume the responsibility for developing and executing marketing strategies and plans for a firm. In addition to making marketing decisions, each group will need to make a presentation to discuss their future marketing strategy (at the end of the semester). The grade for the project is based on 1) Firm Business Performance in Simulation 20% and 2) Future Strategy Plan Presentation 30%. Students who enroll in this course are required to pay for the use of the software. Currently, the full cost of adopting this simulation is around €54 per student. Each student in this course will need to pay approximately HK\$200 with the remaining cost covered by the School. The cost may be changed depending on the pricing of the software company later, but the price difference will not be significant. At the end of the semester, your contribution to the group project will be evaluated by each of your group members. For this purpose, a peer evaluation form (confidential) will need to be submitted at the end of the semester. In case of poor participation, your group project grade is subject to discount in proportion to your percentage-based confidential peer evaluation score.</p>	50%	1,2,3,4,5,6,7,8
A3. Class participation	Attendance is a necessary condition for class participation. In case of absence, you need to seek my	15%	1,2,3,4

## 9. Assessment Methods

	approval before class. Unreported absence will be penalized. Only under extenuating circumstances, such as medically documented sickness or participation in a University-sponsored activity, will absences be excused. Note that there will be NO make-up for not attending the class. In case of not attending the class, students are responsible to catch up by themselves. Most classes are accompanied by small exercises and cases discussion. Submission of responses to in-class exercises will be proof for class attendance. You are expected to actively participate in the class discussion. Your participation grade will be based on class attendance (on time), the quality/frequency of your comments, and your answers to the questions. Class participation will be graded based on the subjective assessment of the instructor.		
A4. Final Exam		0%	

## 10. Course Grade Descriptors

A+,A,A-	<p><b>Report:</b> Provide detailed documentation of all facts, effectively defense all reasoning and proposals, make accurate analyses to all problems and issues, and give insightful responses to all questions. Free from flawed reasoning, inconsistencies, and unsupported conclusions. Utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for all parts of writing.</p> <p><b>Presentation:</b> Organize and present appropriately, clearly and proficiently for all major points, make all slides professional and readable, deliver effectively all contents, and finish presentation on time.</p>
B+,B,B-	<p><b>Report:</b> Provide detailed documentation of most facts, effectively defense the majority of reasoning and most proposals, make accurate analyses to most problems and issues, and give insightful responses to most questions. Have a little flawed reasoning, a few inconsistencies, and unsupported conclusions. Utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for most parts of the report.</p> <p><b>Presentation:</b> Organize and present appropriately, clearly and proficiently for most major points, make most slides professional and readable, deliver effectively most contents, and finish presentation on time.</p>
C+,C,C-	<p><b>Report:</b> Provide detailed documentation of some facts, effectively defense part of reasoning and some proposals, make accurate analyses to some problems and issues, and give insightful responses to some questions. Have flawed reasoning, some inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary) for part of the report.</p> <p><b>Presentation:</b> Organize and present appropriately, clearly and proficiently for some major points, make some slides professional and readable, deliver effectively some contents, and barely finish presentation on time.</p>
D+,D	<p><b>Report:</b> Provide detailed documentation of a few facts, effectively defense a minor part of reasoning and a few proposals, make accurate analyses to a few problems and issues, and give insightful responses to a few questions. Have considerable amount of flawed reasoning, many inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary).</p> <p><b>Presentation:</b> Organize and present appropriately, clearly and proficiently for a few major points, make a</p>

## 10. Course Grade Descriptors

	few slides professional and readable, deliver effectively a few contents, and fail to finish presentation on time.
F	<p>Report: Fail to provide detailed documentation of facts, effectively defense reasoning or proposals, make accurate analyses to problems and issues, and give insightful responses to questions. Have seriously flawed reasoning, numerous inconsistencies, and unsupported conclusions. Fail to utilize correct punctuation, proper capitalization, and provide appropriate citations (where necessary).</p> <p>Presentation: Fail to organize and present appropriately, clearly and proficiently for major points, make slides professional and readable, deliver effectively contents, and finish presentation on time.</p>

## 12. Required/Recommended Readings & Online Materials

Textbook	<input type="checkbox"/> Textbook (optional) Capon's Marketing Framework (4th Edition) by Noel Capon
	<input type="checkbox"/> MarkStrat Participant Handbook

## 13. Means / Processes for Student feedback on Course

✓	Conducting mid-term survey in additional to SETL around the end of the semester
	Online response via Moodle site
	Others

## 14. Course Policy

### Professionalism:

You are expected to exhibit the highest level of professionalism and courtesy in and out of class.

Minimum behavioral expectations include:

- Avoid multitasking while in class;
- Show up to class punctually.

### Plagiarism, cheating, and other misconducts:

Academic dishonesty will NOT be tolerated. All materials submitted in this course must be your own original work. Any material not completely original must be credited to the proper source.

See also <http://www.hku.hk/plagiarism/>

## 15. Additional Course Information

Please check the course on Moodle regularly.