# **CB2601: MARKETING**

#### **Effective Term**

Semester A 2024/25

# Part I Course Overview

### **Course Title**

Marketing

# **Subject Code**

CB - College of Business (CB)

#### **Course Number**

2601

#### **Academic Unit**

Marketing (MKT)

## College/School

College of Business (CB)

#### **Course Duration**

One Semester

#### **Credit Units**

3

#### Level

B1, B2, B3, B4 - Bachelor's Degree

#### **Medium of Instruction**

English

# **Medium of Assessment**

English

## Prerequisites

Nil

#### **Precursors**

Nil

# **Equivalent Courses**

MKT2681 Introduction to Marketing

#### **Exclusive Courses**

FB2601 Marketing GE2265 Introduction to Marketing

# Part II Course Details

#### Abstract

This course aims to introduce students to the important frameworks, concepts, and techniques of marketing management. It provides students with general knowledge about planning and implementing successful marketing strategies in order to familiarize them with marketing concepts and applications in real business situations.

### **Course Intended Learning Outcomes (CILOs)**

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze the customers, competitors and other business environments.			X	
2	Discuss the marketing planning process and its key roles in business organizations		Х		
3	Demonstrate competence in selecting, analyzing and evaluating the practice of marketing strategy in business organizations			x	
4	Apply both managerial judgment and analytical approaches to current marketing problems and issues.			x	

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	<b>Brief Description</b>	CILO No.	Hours/week (if applicable)
Seminars	Students will explain	1, 3, 4	
	marketing concepts		
	and general knowledge		
	in class. Students will		
	participate in a series		
	of discussion questions		
	that cover relevant		
	topics. These activities		
	help students visualize		
	the applications of the		
	marketing concepts		
	during lectures.		

2	Readings	Students will read the	1, 2, 3	
		assigned chapters and		
		other relevant materials		
		provided by the lecturer.		
		These readings provide		
		students the opportunity		
		to think through the		
		concepts and their		
		applications in real		
		business organizations.		

### Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Activities: Students will engage in a variety of assessment tasks/activities, including individual/group exercises, group projects, and/or marketing case studies. Through these experiences, students will analyze customers, competitors, and business environments, select and evaluate appropriate marketing strategies, and apply their knowledge and skills to address real- world marketing issues and challenges.	1, 3, 4	50	

# Continuous Assessment (%)

50

#### **Examination (%)**

50

# **Examination Duration (Hours)**

2

## **Additional Information for ATs**

Regulation of the Course

- 1. Meet the attendance requirement of the Department of Marketing for the completion of the course.
- 2. Pass both the coursework and examination components in order to be awarded a pass.

# Assessment Rubrics (AR)

#### **Assessment Task**

Class Activities

#### Criterion

1. Present and communicate marketing ideas in oral and/or written format to analyze customers, competitors, and other business environments in weekly classes.

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- 2. Participate in class discussions by offering ideas and asking questions related to the practice of marketing strategy in business organizations.
- 3. Demonstrate command of analyzing the customers, competitors and other business environments independently.
- 4. Recognize the marketing concepts and their applications.
- 5. Demonstrate managerial and analytical skills to address current marketing problems and issues.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

#### **Assessment Task**

Examination

#### Criterion

- 1. Analyze the customers, competitors and other business environments.
- 2. Discuss the marketing planning process and its key roles in business organizations.
- 3. Select, analyze and evaluate the practice of marketing strategy in business organizations.
- 4. Apply both managerial judgment and analytical approaches to current marketing problems and issues.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

# **Part III Other Information**

#### **Keyword Syllabus**

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; Digital Marketing; Marketing Ethics.

# Reading List

# **Compulsory Readings**

	Title
1	Kerin, Roger A. & Hartley, Steven W., "Marketing – The Core", McGrawHill.

# **Additional Readings**

	Title
1	Philip Kotler & Gary Armstrong, "Principles of Marketing", Prentice-Hall.
2	Boone & Kurtz, "Contemporary Marketing", Thomson South-Western.
3	Lamb, Hair, McDaniel, Summers, Gardiner, "MKTG", Cengage.
4	Kerin, Roger A., Berkowitz, Eric N., Hartley, Steven W. & Rudeluis, William, "Marketing", McGrawHill.