Bachelor of Arts in Marketing and Public Relations

市場營銷及公共關係文學士

Programme Code: 84011 (Full-time) / 84014 (Part-time)

Definitive Programme Document

2010/11
This Definitive Programme Document is issued in September 2010. It is subject to review and changes which the School can decide to make from time to time. Students will be informed of the changes as and when appropriate.
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<td>SPD3125</td>
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<td>SPD4291</td>
<td>Global Marketing</td>
<td>72</td>
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</table>
Section One: General Information
1. **Programme Operation and Management**

The operation of the Bachelor of Arts in Marketing and Public Relations (BAMPR) is managed by the Programme Management Committee. The Committee has an overall academic responsibility. The membership includes:

- **Chairman:** Programme Leader
- **Members:**
  - Director of SPEED or his/her delegate
  - Deputy Programme Leader
  - Subject lecturers teaching on the programme
  - Student representatives from each year within the normal duration of the programme

The Committee normally meets once or twice a year, but any members, including student representatives, may ask for a special meeting when there are important or urgent matters to discuss.

2. **Programme Host**

The programme is hosted by the School of Professional Education and Executive Development (SPEED), which assumes the overall academic responsibility in the realm of quality assurance in both teaching and learning.

3. **Contact Information**

Programme Leader:
Mr. Lau Kwok Fai
(Tel: 3746 0714; Email: spkflau@speed-polyu.edu.hk)

Deputy Programme Leader:
Ms. Aris Lam
(Tel: 3746 0704; Email: sparis@speed-polyu.edu.hk)

Administrative Staff:
Ms. Catherine Ho, Programme Officer
(Tel: 3746 0053; Email: spcatho@speed-polyu.edu.hk)

Ms. Alice Choi, Administrative Assistant *(for full-time students)*
(Tel: 3746 0047)

Ms. Apple Ng, Administrative Assistant *(for part-time students)*
(Tel: 3746 0049)

General Enquiry Line: 3400 2828
Fax Number: 2363 0540
Website: [http://www.speed-polyu.edu.hk](http://www.speed-polyu.edu.hk)
Email Address: spaward@speed-polyu.edu.hk
4. ATTENDANCE

Participation in classes is an essential part of the learning process. Punctual attendance at lectures, seminars and tutorials is important.

While students are encouraged to attend 100% of the classes, 30% allowance will be factored in for them to address occasional illness, out of town trips and any other personal or family needs. That is, all students are required to attend at least 70% of class meetings in each subject. Those who cannot fulfill the minimum attendance requirement will fail the subject.

Unless with valid reasons, full-time students who are 15 minutes late for a tutorial/seminar or 30 minutes late for a lecture will be regarded as absent from that particular session.

5. AWARD TITLE

Bachelor of Arts in Marketing and Public Relations

6. MODE, STUDY LOAD AND DURATION OF STUDY

6.1 The programme is offered in both full-time and part-time modes of study.

6.2 Students engaged in full-time study are expected to take 15 credits (i.e. 5 subjects) in each 14-week semester, and part-time students are expected to take 6 credits (i.e. 2 subjects) in each 14-week semester and 3 credits in each 7-week summer term. Prior approval from the School is required if students wish to deviate from the normal study load. In any case, the study load of a student in a semester shall not exceed 21 credits.

6.3 The normal duration of the programme is 1.5 years for full-time mode and 3 years for part-time mode. The maximum period of registration is twice the normal duration, i.e. 3 years and 6 years for the respective modes of study.

7. PROGRAMME AIMS, OBJECTIVES AND OUTCOMES

7.1 The programme builds on the synergy of interdisciplinary curriculum, embracing marketing, public relations, communication, behavioural sciences and management with different cultural perspectives and in different contexts. The over-arching aim of the programme is to prepare students for a career in marketing and public relations profession or related fields by helping them to acquire core knowledge and skills as well as develop a proper attitude necessary for meeting challenges in their career development.

7.2 Programme outcomes

Upon graduating from the programme, students are normally expected to:
(a) Develop competence in the analysis, planning, implementation and control of marketing decisions, and applying appropriate marketing decision models;

(b) Appraise the importance of contextual setting of business organisations to marketing and public relations personnel when discharging their functions and responsibilities within broader environmental perspectives;

(c) Assess the implications of various environmental factors for solving marketing and public relations problems and making decisions in a rapidly changing business setting;

(d) Appraise the use of information systems and technology relevant to marketing and public relations; and

(e) Develop the ability to effectively communicate, interact and intervene in an integrative role ascribed to marketing and public relations.

8. **ENTRANCE REQUIREMENTS**

The minimum requirements for entry into the first year of the programme are:

(a) Holders of an Associate Degree or a Higher Diploma or equivalent in related disciplines awarded by recognised universities and institutions.

(b) Holders of an Associate Degree or a Higher Diploma or equivalent in unrelated disciplines will also be considered. Where necessary, applicants in this category will be required to complete bridging courses as designated by SPEED prior to admission.

(c) Applicants who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply. Mature applicants should possess several years of relevant working experience at supervisory/managerial positions and prior post-secondary studies in related fields at diploma level or the equivalent. Applicants will be required to provide a portfolio on their organisational involvement, leadership and professional experience, and demonstrate their ability to complete the programme to the Admission Committee at an interview; and

   (i) pass an admission test; and

   (ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language [or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent.

Applicants who apply for admission with non-local qualifications are required to attain the below English language requirement:

- IELTS 6.0 or TOEFL 550 (computer based 213; Internet based 79)

The above requirement may be exempted for applicants who have completed sub-degree programmes with English as medium of instruction.
9. **CREDIT TRANSFER AND EXEMPTION**

9.1 **Credit Transfer**

Students will be given credits for recognised previous study and the credits will be counted towards meeting the requirements of the award. Normally, not more than 50% of the required number of credits for the academic award may be transferable from approved institutions outside The Hong Kong Polytechnic University. For transfer of credits from programmes within the University, normally not more than 67% of the required credits for the award can be transferred. In cases where both types of credits are transferred, not more than 50% of the required number of credits for the award may be transferred.

The granting of credit transfer is a matter of academic judgement. In assessing the transferability of subjects previously taken, the syllabus of that subject should be carefully scrutinised to ascertain that it is comparable to the curriculum of the programme. Other relevant information may also be required to ascertain the academic standing of the institution offering the previous study. Decision on granting credit transfer lies with the School.

The validity period of subject credits earned is 8 years starting from the year in which the subject is completed (e.g. if the qualification/credit was earned in 2009/10, then the validity period should count from 2010 for 8 years). Credits earned from previous study should remain valid at the time when the student applies for transfer of credits.

9.2 **Exemption**

Students may be granted exemption from taking certain subjects if they have successfully completed similar subjects in other programmes. The credits associated with the exempted subjects will not be counted for satisfying the credit requirements of the programme. In such case, students will be advised to take other subjects to satisfy the credit requirements.

10. **PROFESSIONAL RECOGNITION**

The programme has been accredited by The Chartered Institute of Marketing (CIM). Graduates who have successfully completed subjects SPD4072 “Marketing for Service Professionals”, SPD4122 “Advanced Marketing Research”, SPD4261 “Strategic Marketing for Travel and Tourism Industry”, SPD4285 “Strategic Cause Marketing” and SPD4291 “Global Marketing” and fulfil the work experience requirements are eligible for entry to CIM’s Chartered Postgraduate Diploma in Marketing. Whereas graduates who have not completed the above mentioned subjects are eligible for entry to CIM’s Professional Diploma in Marketing.

Graduates of the programme are also considered to have met the education requirement for full membership of the Hong Kong Institute of Marketing (HKIM).

CIM and HKIM reserve the right to change the above requirements.
11. CURRICULUM DESIGN

11.1 Outcome-based Curriculum

University education goes beyond merely mastering accumulation of factual knowledge and excels into higher order thinking skills and real world competencies. It is vital to develop students’ ability to solve problems and to think critically and creatively. These focuses should be translated and aligned from the initial programme objectives to teaching approaches and to the way students’ performance are being evaluated.

The underpinning curriculum design principle for this programme is *outcome-based learning*. An outcome-based curriculum provides a rigorous and robust delineation of the professional competence that this programme has targeted. It also highlights the generic abilities that are considered important for the graduates of this programme. This central focus serves as a guide for each subject in this programme to unify on the *same* direction.

Explicitly specified outcomes give a clear direction as to how teaching and assessment should be planned, aligned, and carried out. Ultimately this enhances coherence and integration among subjects within the programme so that lecturers will not be confused about what it is that they contribute to the whole curriculum.

In addition, in an outcome-based curriculum, students are inspired to take more responsibility for their own learning when learning outcomes are stated clearly. This allows students to anticipate the intellectual abilities, knowledge and skills they need to command and the attitudes they are expected to have in their future professions. In turn, students are allowed to orientate and plan their own learning. Students will also realize that plain rote learning and memorization of information alone do not help them in their future professions.
11.2 Programme Structure

For graduation from the Bachelor of Arts in Marketing and Public Relations, students are required to successfully complete 10 compulsory subjects and 5 elective subjects with Award GPA not less than 2.0. The list of compulsory and elective subjects is as follows:

I. **Compulsory Subjects** (10 subjects; 3 credits per subject)

- SPD3124 Understanding Consumer Behaviour
- SPD3125 Marketing Research
- SPD3126 Introduction to Public Relations
- SPD3174 Integrated Marketing Communications
- SPD3175 Effective Professional Communication in English
- SPD4074 Strategic Brand Management
- SPD4121 Marketing Strategy and Applications
- SPD4286 Business and Relationship Marketing
- SPD4287 Public Relations and Crisis Management
- SPD4289 Effective Marketing and Public Relations Writing

II. **Elective Subjects** (5 subjects; 3 credits per subject)

- SPD4072 Marketing for Service Professionals
- SPD4122 Advanced Marketing Research
- SPD4124 MIS for Marketing and Public Relations Decisions
- SPD4261 Strategic Marketing for Travel and Tourism Industry
- SPD4285 Strategic Cause Marketing
- SPD4288 Events and Exhibition Management
- SPD4290 Creative Online Public Relations and Internet Marketing
- SPD4291 Global Marketing

*All the above subjects have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.*
### Recommended Progression Patterns

#### Full-time Mode of Study

<table>
<thead>
<tr>
<th>Stage/ Semester</th>
<th>Progression Pattern</th>
<th>Subject Code and Title</th>
<th>Subject Nature</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stage 1</strong>&lt;br&gt;<strong>Sem 1</strong></td>
<td>5 Compulsory Subjects</td>
<td>SPD3124 Understanding Consumer Behaviour</td>
<td>C</td>
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<tr>
<td></td>
<td></td>
<td>SPD3125 Marketing Research</td>
<td>C</td>
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<td></td>
<td></td>
<td>SPD3126 Introduction to Public Relations</td>
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<tr>
<td></td>
<td></td>
<td>SPD3174 Integrated Marketing Communications</td>
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<td></td>
<td></td>
<td>SPD3175 Effective Professional Communication in English</td>
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<td></td>
<td><strong>PLUS</strong></td>
<td>SPD4074 Strategic Brand Management</td>
<td>C</td>
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<td></td>
<td>SPD4287 Public Relations and Crisis Management</td>
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<td></td>
<td>SPD4289 Effective Marketing and Public Relations Writing</td>
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<td></td>
<td>SPD4261 Strategic Marketing for Travel and Tourism Industry</td>
<td>E</td>
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<td>SPD4288 Events and Exhibition Management</td>
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<td>SPD4290 Creative Online Public Relations and Internet Marketing</td>
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<td>SPD4291 Global Marketing</td>
<td>E</td>
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<tr>
<td><strong>Stage 1</strong>&lt;br&gt;<strong>Sem 2</strong></td>
<td>3 Compulsory Subjects&lt;br&gt;<strong>PLUS</strong>&lt;br&gt;2 Elective Subjects</td>
<td>SPD4121 Marketing Strategy and Applications</td>
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<td></td>
<td></td>
<td>SPD4286 Business and Relationship Marketing</td>
<td>C</td>
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<tr>
<td></td>
<td></td>
<td>SPD4072 Marketing for Service Professionals</td>
<td>E</td>
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<tr>
<td></td>
<td></td>
<td>SPD4122 Advanced Marketing Research</td>
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<tr>
<td></td>
<td></td>
<td>SPD4124 MIS for Marketing and Public Relations Decisions</td>
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<tr>
<td></td>
<td></td>
<td>SPD4285 Strategic Cause Marketing</td>
<td>E</td>
</tr>
</tbody>
</table>

C = Compulsory; E = Elective

**Notes:**
1. Students are strongly advised to strictly follow the above progression pattern of study.
2. Offering of any elective subjects is subject to sufficient enrolment.
3. For elective subjects, top priority will be granted to students enrolled in that particular stage of study.
4. The subject offering schedule is subject to change at the discretion of the School.
## Part-time Mode of Study

<table>
<thead>
<tr>
<th>Stage/ Semester</th>
<th>Progression Pattern</th>
<th>Subject Code and Title</th>
<th>Subject Nature</th>
</tr>
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<tr>
<td>Stage 1 Sem 1</td>
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<td>SPD3124 Understanding Consumer Behaviour</td>
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<tr>
<td></td>
<td></td>
<td>SPD3174 Integrated Marketing Communications</td>
<td>C</td>
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<tr>
<td>Stage 1 Sem 2</td>
<td>2 Compulsory Subjects</td>
<td>SPD3126 Introduction to Public Relations</td>
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<td>SPD3175 Effective Professional Communication in English</td>
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<td>Stage 1 Summer</td>
<td>1 Elective Subject</td>
<td>SPD4261 Strategic Marketing for Travel and Tourism Industry</td>
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<td></td>
<td>SPD4290 Creative Online Public Relations and Internet Marketing</td>
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<td>Stage 2 Sem 1</td>
<td>2 Compulsory Subjects</td>
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<td>SPD4289 Effective Marketing and Public Relations Writing</td>
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<tr>
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<td>SPD4286 Business and Relationship Marketing</td>
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<td>Stage 2 Summer</td>
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<td>SPD4124 MIS for Marketing and Public Relations Decisions</td>
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<td>SPD4285 Strategic Cause Marketing</td>
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<td>Stage 3 Summer</td>
<td>1 Elective Subject</td>
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<td>SPD4122 Advanced Marketing Research</td>
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</tbody>
</table>

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**Notes:**
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2. Offering of any elective subjects is subject to sufficient enrolment.
3. For elective subjects, top priority will be granted to students enrolled in that particular stage of study.
4. The subject offering schedule is subject to change at the discretion of the School.
11.4 Curriculum Mapping

Below is a mapping of subjects of Bachelor of Arts in Marketing and Public Relations with reference to the intended programme outcomes. The mapping focuses on how each of the programme outcomes is introduced, reinforced and assessed.

<table>
<thead>
<tr>
<th>Programme Outcomes</th>
<th>Subject Code</th>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5)</th>
</tr>
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<tbody>
<tr>
<td>Develop students’ competence in the analysis, planning, implementation and control of marketing decisions, and applying appropriate marketing decision models.</td>
<td>SPD3124</td>
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<td>Compulsory Subjects</td>
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</table>

Introduced (I) That the learning leading to the particular intended outcome is introduced in that subject.

Reinforced (R) That the learning leading to the particular intended outcome is reinforced in that subject.

Assessed (A) That the learning leading to the particular intended outcome is assessed in that subject.
12. **Medium of Instruction**

The medium of instruction is English.

13. **Teaching and Learning Methods**

The teaching/learning philosophy underlying this programme is based on a holistic, diversified and flexible approach, teaching students how to learn instead of what to memorise, and equipping them with the requisite skills required of a “lifelong” learner. On the whole, various teaching and learning strategies are adopted, which are geared to the needs and characteristics of the students.

The teaching and learning activities are organised coherently according to the programme learning outcomes, subject nature, the particular subject topics, level of difficulty, and the integration among other components and subjects of the programme. A variety of teaching and learning methods will be used.

The main form of teaching is through the use of interactive lectures supplemented with tutorial exercises (such as case studies, projects and presentations) and various kinds of audio-visual aids. Students also have the chance to gain exposure to experiential learning, self-directed learning, case-based learning and problem-based learning.

Web-based teaching is another characteristic of the subjects of this programme. It is used to complement face-to-face teaching, not only for encouraging students’ active participation, but also to encourage them to make use of websites for information collection. To facilitate maximum learning, the subject lecturers not only play the role of introducing new concepts, imparting knowledge but also act as facilitators to encourage students to share their ideas and experience through class discussion, case study, oral presentation and group activities.

14. **Assessment and Examinations**

14.1 **Principles of Assessment**

The prime purpose of assessment is to enable students to demonstrate that they have met the aims and objectives of the programme, in particular that they have fulfilled the requirement of each subject and have, at the end of their study achieved the standard appropriate to the award. Appropriate methods of assessment will be employed to achieve this purpose. The assessment methods will allow discrimination between the performances of students in each subject.

Assessment will also serve as feedback to students. Students will be informed of their performance in the assessment so that they are aware of their progress and attainment.
14.2 Assessment Methods

Students’ performance in a subject is assessed by coursework and/or examinations as deemed appropriate. Where both methods are used, the weighting of each in the overall subject grade has been clearly stated in Section Two of this document.

To pass a subject, a student must obtain a pass grade in both coursework AND examination, if any. Coursework may include short quizzes, tests, written assignments, case studies, proposal writing, field visit reports, critique writing, reflective journals, peer and self-assessment, group projects, presentations and other forms of classroom participation depending on the subject area. The contribution made by each student in coursework involving group effort shall be determined and assessed separately in order to truly reflect and differentiate performance of an individual in a subject.

At the beginning of each semester, the subject lecturer will inform students of the details of the methods of assessments to be used within the assessment framework as specified in this document.

14.3 Role of Subject Assessment Review Panel

Subject Assessment Review Panel (SARP) is responsible for monitoring the academic standard and quality of subjects and ratifying subject results. SARP will review the distribution of grades within a subject and finalise the grades at the end of each semester before submission to the Board of Examiners (BoE). The BoE will not attempt to change the grades. SARP is also responsible for deciding the granting of late assessment to students and the form of late assessment.

SARP shall include the Director of SPEED or his/her delegate, the relevant subject examiners and, where appropriate, the Programme Leader.

14.4 Role of Board of Examiners

The Board of Examiners (BoE) shall meet at the end of each semester to review students’ progress and is responsible to the Academic Board of the College of Professional and Continuing Education (CPCE) for making decision on:

(a) the classification of awards to be granted to each student on completion of the programme;
(b) de-registration cases; and
(c) cases with extenuating circumstances.

The minimum number of BoE’s membership (including the Chairman, but excluding the Secretary) should be five and it should be composed of staff members associated with the programme and some senior members. The Chairman will normally be the Director of SPEED. The membership of BoE for each semester shall be approved by the Dean of College of Professional and Continuing Education.

A BoE meeting shall be quorate if 50% of the approved members (including the Chairman) are present.
14.5 **Academic Probation**

If the cumulative GPA of a student is below 2.0, he/she will be put on academic probation in the following semester. Once when a student is able to pull his/her cumulative GPA up to 2.0 or above at the end of the probation semester, the status of ‘academic probation’ will be lifted. The status of ‘academic probation’ will be reflected in the examination result notification but not in the transcript of studies.

14.6 **Progression and De-registration**

A student will have ‘progressing’ status unless he/she falls within the following categories, any one of which may be regarded as grounds for de-registration from the programme:

(a) the student has exceeded the maximum period of registration for that programme as specified in this document; or
(b) the student’s cumulative GPA is lower than 2.0 for two consecutive semesters and his/her semester GPA in the second semester is also lower than 2.0; or
(c) the student’s cumulative GPA is lower than 2.0 for three consecutive semesters.

Notwithstanding the above, the BoE has the discretion to de-register a student with extremely poor academic performance before the time specified in categories (b) and (c) above, if it is deemed that his/her chance of attaining an Award GPA of 2.0 at the end of the programme is slim or impossible.

In the event that there are good reasons, the BoE has the discretion to recommend that students who fall into categories as stated in (b) and (c) above be allowed to stay on the programme, and these recommendations should be presented to the Academic Board of CPCE for final decision.
14.7 Grading

Assessment grades shall be awarded on a criterion-referenced basis. A student’s overall performance in a subject shall be graded as follows:

<table>
<thead>
<tr>
<th>Subject Grade</th>
<th>Grade Point</th>
<th>Elaboration on subject grading description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>4.5</td>
<td>The student’s work is exceptionally outstanding. It exceeds the intended subject learning outcomes in all regards.</td>
<td>Exceptionally Outstanding</td>
</tr>
<tr>
<td>A</td>
<td>4</td>
<td>The student’s work is outstanding. It exceeds the intended subject learning outcomes in nearly all regards.</td>
<td>Outstanding</td>
</tr>
<tr>
<td>B+</td>
<td>3.5</td>
<td>The student’s work is very good. It exceeds the intended subject learning outcomes in most regards.</td>
<td>Very Good</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>The student’s work is good. It exceeds the intended subject learning outcomes in some regards.</td>
<td>Good</td>
</tr>
<tr>
<td>C+</td>
<td>2.5</td>
<td>The student’s work is wholly satisfactory. It fully meets the intended subject learning outcomes.</td>
<td>Wholly Satisfactory</td>
</tr>
<tr>
<td>C</td>
<td>2</td>
<td>The student’s work is satisfactory. It largely meets the intended subject learning outcomes.</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>D+</td>
<td>1.5</td>
<td>The student’s work is barely satisfactory. It marginally meets the intended subject learning outcomes.</td>
<td>Barely Satisfactory</td>
</tr>
<tr>
<td>D</td>
<td>1</td>
<td>The student’s work is barely adequate. It meets the intended subject learning outcomes only in some regards.</td>
<td>Barely Adequate</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>The student’s work is inadequate. It fails to meet many of the intended subject learning outcomes.</td>
<td>Inadequate</td>
</tr>
</tbody>
</table>

‘F’ is a subject failure grade, whilst all others (‘D’ to ‘A+’) are subject pass grades. No credit will be earned if a subject is failed.

At the end of each semester, a Grade Point Average (GPA) will be computed as follows:

\[
\text{GPA} = \frac{\sum_{n} \text{Subject Grade Point} \times \text{Subject Credit Value}}{\sum_{n} \text{Subject Credit Value}}
\]

Where \( n \) = Number of all subjects (inclusive of failed subjects) taken by the student up to and including the latest semester, but for subjects which have been retaken, only the grade obtained in the final attempt will be included in the GPA calculation.

Exempted, ungraded or incomplete subjects, and subjects for which credit transfer has been approved without a grade assigned to it, will be excluded from the GPA.
calculation. In addition, subjects for which a student has been allowed to withdraw from (i.e. those with the grade ‘W’) will be excluded. A student who is absent from examination will be given a fail grade and the respective subject will be included in the GPA calculation and will be counted as ‘zero’ grade point. The GPA is therefore the unweighted cumulative average, calculated for all subjects, including failed subjects (if a failed subject is retaken, only the grade obtained in the final attempt of retaking will be included) taken by a student from the start of the programme to a particular reference point in time. GPA is an indicator of overall performance. The GPA is capped at 4.0.

Any subjects passed after the graduation requirement has been met or subjects taken on top of the prescribed credit requirements for award shall not be taken into account in the grade point calculation for award classification. However, if a student attempts more elective subjects (or optional subjects) than those required for graduation in or before the semester in which he/she becomes eligible for award, the elective subjects with a higher grade/contribution shall be included in the grade point calculation for award classification (i.e. the excessive subjects with a lower grade/contribution, including failed subjects, will be excluded).

The Grade Point Average (GPA) and grade point calculation for award classification (Award GPA) will both be shown in the transcript of studies.

14.8 Late Assessment

A student who has been absent from an examination or other assessment because of illness, injury or other unforeseeable reasons may apply to sit a late assessment. Permission is subject to the approval of SARP as late assessment is not an automatic entitlement. Should a late assessment be granted, the actual grade attained will be awarded. Details of applications for late assessment are stipulated in the SPEED Student Handbook.

Late assessment for subjects shall take place at the earliest opportunity, and before the commencement of the following academic year (except that for Summer Term, which may take place within 3 weeks after the finalisation of Summer Term results).

Students who are granted a late assessment for a subject which is the pre-requisite of another subject may take the follow-on subject (before taking the late assessment) if so approved.

14.9 Retaking of Subjects

No re-assessment will be granted for students in all circumstances. Students who have failed a subject are required to retake the subject if it is compulsory to the programme. If the failed subject is an elective, students may choose to retake the subject or take another elective within the programme as replacement. Retaking of failed subjects or taking replacement subjects should be completed within the maximum period of registration.

In addition to retaking a subject due to failure, students may retake any subject for the purpose of improving their grades. Retaking is with the condition that the maximum study load of 21 credits per semester is not exceeded. Students wishing to retake passed subjects will be accorded a lower priority than those who are required
to retake (due to failure in a compulsory subject) and can only do so if places are available. If a student is eligible to graduate upon completion of all graduation requirements, he/she will not be allowed to retake any subject for the purpose of improving the subject grade or GPA.

The number of retakes of a subject is not restricted. Only the grade obtained in the final attempt of retaking will be included in the calculation of the Grade Point Average (GPA), although the grades obtained in previous attempts will also be reflected in the transcripts of studies.

In cases where a student takes another subject to replace a failed elective subject, the fail grade will be taken into account in the calculation of the GPA, despite the passing of the replacement subject.

14.10 Plagiarism

Regulations relating to plagiarism will base on details set out in the SPEED Student Handbook.

*Penalties for plagiarism include:*

(a) disqualification of the paper, essay or assignment in which plagiarism occurred;
(b) reprimand or suspension of studies for a specified period;
(c) expulsion for a specified period, or indefinitely.

14.11 Eligibility for Award

A student will be eligible for the PolyU SPEED award of “Bachelor of Arts in Marketing and Public Relations” if he/she satisfies all the conditions listed below:

(a) Successful completion of the 10 compulsory and 5 elective subjects for a total of 45 credits;
(b) Having an Award GPA of 2.0 or above at the end of the programme.

A student is required to graduate as soon as he/she satisfies all the conditions for the award.
14.12 Guidelines for Award Classification

In using these guidelines for award classification, the BoE shall exercise its judgement in coming to its conclusions as to the award for each student, and where appropriate, may use other relevant information. The following are guidelines only for the BoE’s reference in determining award classifications:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distinction</td>
<td>The student’s performance / attainment is outstanding and identifies him or her as exceptionally able in the field covered by the programme in question.</td>
</tr>
<tr>
<td>Credit</td>
<td>The student has reached a standard of performance or attainment which is more than satisfactory but less than outstanding.</td>
</tr>
<tr>
<td>Pass</td>
<td>The student has reached a standard of performance or attainment ranging from just adequate to satisfactory.</td>
</tr>
</tbody>
</table>

14.13 Appeals against Assessment Results

A student may appeal on academic grounds. However, a student’s disagreement with the decision of a SARP/BoE is not in itself an adequate ground for appeal. Any appeal should be directed to the Director of SPEED in writing. Students should observe and follow the appeal procedures stipulated in the SPEED Student Handbook.

14.14 Exceptional Circumstances

Absence from an assessment component

If a student is unable to complete all the assessment components of a subject due to illness or other circumstances beyond his/her control, and considered by the SARP as legitimate, the SARP will determine whether the student will have to complete the assessment and, if so, by what means.

Aegrotat award

If a student is unable to complete the requirements of the programme in question for the award due to very serious illness or other very special circumstances which are beyond his/her control, and considered by the BoE as legitimate, CPCE will determine whether the student will be granted an aegrotat award. Aegrotat award will be granted under very exceptional circumstances.

A student who has been offered an aegrotat award shall have the right to opt either to accept such an award, or request to be assessed on another occasion to be stipulated by the BoE; the student’s exercise of this option shall be irrevocable.

The acceptance of an aegrotat award by a student shall disqualify him or her from
any subsequent assessment for the same award.

An aegrotat award shall normally not be classified, and the award parchment shall not state that it is an aegrotat award. However, the BoE may determine whether the award should be classified provided that they have adequate information on other students’ academic performance.

*Other particular circumstances*

A student's particular circumstances may influence the procedures for assessment but not the standard of performance expected in assessment.

### 14.15 Other Regulations

Students of the Bachelor of Arts in Marketing and Public Relations are bound by all other regulations of the School/University.
Section Two: Syllabuses
ROLE AND PURPOSE

This subject provides students with an opportunity to examine current social psychological theories about consumer behaviour and experiences. It aims to utilize the knowledge of consumer behaviour to enhance strategic marketing decision.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the process of consumer decision making;
- Identify the governing factors (i.e. individual and environmental) of consumer behaviour;
- Identify the intertwined relationships of factors determining consumer behaviour; and
- Explain the importance of understanding consumer behaviour and assess their implications for developing appropriate marketing strategies.

INDICATIVE CONTENT

Introduction of Key Concepts
Definition of consumer behaviour. The scope of consumer behaviour. Briefing of psychological influences, environmental and cultural factors that govern consumer behaviour. The purpose of understanding consumer behaviour.

Psychological Influences and Consumer Behaviour
The Process of Decision Making

Environmental and Cultural Influences and Consumer Behaviour
Culture, subcultures, and values influences on consumer behaviour. The relationship of cross-cultural differences (especially Chinese culture), and its implication on marketing strategy. Situational influences. Concept of social class and its implications on marketing strategies.

Utilising the Information of Consumer Behaviour
Market segmentation and bases for consumer segmentation. Product development strategies in local cultural setting.

Current Development of the Field and Trends
Consumer research methodologies and the need of research in the field. Consumer behaviour in the E-era.

LEARNING AND TEACHING APPROACH

The teaching approach emphasizes the understanding of psychological concepts and their applications in forming strategic marketing decisions. Students are encouraged to actively participate in group discussion and contribute their critical feedback and views on various issues related to weekly topics.

Class meetings are conducted in a mixture of lecture, group discussion, presentation, and case study. Lectures will be used to cover the theoretical and factual portion of the subject. Seminars will focus on the application aspect of the subject and therefore an interactive approach will be used. Student-centred activities like group discussion, videotapes, presentation and case study are used to encourage students to contribute their views and give critical feedback during classes.

ASSESSMENT APPROACH

Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including participation, group discussion, project reports and presentation, are to evaluate students’ understanding of the key concepts and their applications in marketing context. The final examination is used to evaluate the students’ comprehensive understanding of the significant key concepts and theories underlying consumer behaviour and their ability to illustrate its application in planning and setting marketing strategies.
INDICATIVE READING

Recommended Textbook


References


ROLE AND PURPOSE

This subject provides students with a more holistic view and to obtain basic knowledge, concepts, and methodology and research skills for conducting marketing research. It focuses on decision making, illustrating the interaction between marketing research and marketing management. This subject aims to help students to prepare for a professional format of marketing research report through common statistical analysis.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Describe theoretical concepts and principles of marketing research process.
- Explain research designs, sampling techniques, scaling measurements and questionnaires design in marketing research process.
- Demonstrate the ability to perform common statistical analysis using SPSS statistical package for solving management decision problems.
- Prepare and analyze data for interpretation of results in marketing research problems.

INDICATIVE CONTENTS

Overview of Marketing Research Process
Classification of marketing research. Role of marketing research in strategic planning. Marketing research process.

Research Design Formulation
Qualitative and quantitative research methods. Types of errors in survey research methods. Techniques for enhancing internal and external validity of experimental design. Types of experimental research design in marketing research.
Sampling, Measurement Techniques and Questionnaire Design
Probability and non-probability sampling methods. Overview of the measurement process. Properties and level of scale measurements. Questionnaire and form design.

Common Statistical Analysis with SPSS Application and Preparing Marketing Research Report
Testing for significant differences. Testing for association. Format of the marketing research report.

Report Preparation and Analysis Strategy

LEARNING AND TEACHING APPROACH
This subject helps student to identify marketing problems and develop a practical approach to the research problems. Students are expected to adopt problem identification research or problem-solving research in order to improve marketing decision making.

Class meetings are conducted in a mixture of lecture, seminar, group discussion and presentation and SPSS workshops. Lectures focus on key marketing research concepts and techniques for designing marketing research project. Significant components and contemporary issues in relation to marketing research are covered in lectures.

Seminars, group discussion and presentation are used to encourage students to apply their research concepts and skills through team-based activities, enabling students to interact with their team members for designing marketing research project. SPSS workshops will be conducted to familiarize students with the process of data analysis.

ASSESSMENT APPROACH
Students will be assessed on the basis of a midterm quiz, group presentation and report, and a final examination. The coursework assessment items are to evaluate students’ understanding of the fundamental concepts and theoretical principles of marketing research. The final examination aims to evaluate the students’ comprehensive understanding of the significant components in the marketing research process.

INDICATIVE READING

Recommended Textbook
References


Subject Code: SPD3126
Subject Title: Introduction to Public Relations
Level: 3
Credits: 3
Teaching Activity: Lectures 28 hours, Seminars 14 hours
Pre-requisites/Co-requisites: Nil
Prior Knowledge*: Basic knowledge in SPD3174 Integrated Marketing Communications or equivalent
SPD3175 Effective Professional Communication in English
Assessment: Coursework 40%, Final Examination 60%

* This is not a pre-requisite subject requirement. The suggested subject(s) is(are) for student’s reference of the scope of basic knowledge required for this subject. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with both practical and theoretical tools necessary for examining public relations and a basis for successful practicing in a rapidly changing business world. It presents a comprehensive and inclusive overview by using mini-cases to provide insights into the reality of public relations practices in Hong Kong. This subject also helps students to develop skills to apply their knowledge in journalism, business, psychology, and communication to practicing public relations.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the concepts, nature and scope of public relations;
- Differentiate public relations from other management functions;
- Explain and assess the importance of the role of and activities performed by public relations practitioners; and
- Design and implement the public relations process and solve public relations problems in local cultural setting.

INDICATIVE CONTENT

Introduction
Public Relations in Various Contexts

Effective Communication in Public Relations

Laws, Ethics and Related Issues in Public Relations
Public relations ethics and regulations. Local case study and applications.

Current Development of the Field and Trends
Research methodologies and the need of research in public relations. Public relations in the E-era and the globalised economy. Public relations career trend.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a firm understanding of the scope and importance of public relations to business organisation. Students are expected to play an active role in group discussion for applying their skills and knowledge to designing and implementing public relations process under various business settings.

Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study.

Lectures focus on the discussion of concepts, nature and scope of public relations as well as key issues relevant to public relations practices in Hong Kong in order to help students develop a knowledge base.

Seminars emphasize interactive communication which includes group discussion and mini-case analysis for helping students to apply their knowledge and skills to practicing public relations under different business settings.

ASSESSMENT APPROACH

Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including participation, group discussion, case analysis, group report and presentation, are to evaluate students’ understanding of concepts, nature and scope of public relations as well as key issues relevant to public relations practices in Hong Kong and their applications in marketing context. The final examination is used to evaluate students’ comprehensive understanding of the significant concepts and theories underlying public relations practices and their ability to illustrate its application under different business settings.
INDICATIVE READING

Recommended Textbook


References


ROLE AND PURPOSE

This subject aims to equip students with a basic understanding of the fundamental concepts and theories of integrated marketing communication (IMC) in the business world. It focuses on the aspects of marketing communications and corporate relationships with various media (including the new media) in today’s market arena. Students must recognize how a company can use all the promotional tools to communicate with its customers.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the relationship between marketing communications and its role in today’s increasing competitive, dynamic and turbulent business environment;
- Recognize emerging issues, trends and challenges in direct marketing communications;
- Identify the characteristics of major IMC components and appreciate the value of an integrated marketing communications plans; and
- Develop and monitor an effective IMC plan.

INDICATIVE CONTENT

Overview of Marketing Communications and Marketing Mix Strategies
Marketing in modern society and marketing management decisions. A basic model of communication and marketing communications environment. Major components of promotional mix. An overview of IMC and its roles in marketing process. Emergence of database and direct marketing.
Role of IMC in Marketing
An overview of marketing process. Major components of IMC and its characteristics. IMC’s role in the marketing plan. The marketing concept and relationship marketing. Role of advertising agencies and other marketing communication organisations.

Media Relations
Develop information search skills both on- and off-line, including understanding the role of media relations in communicating campaign messages and how to use communication effectively in times of crisis.

Developing and Managing an IMC
Marketing objectives and marketing communication objectives. The target audience and promotional opportunity analysis. An overview of trade and consumer promotional tools. An overview of corporate image, brand management and IMC. Measuring and monitoring the effectiveness of IMC.

Challenges of Database and Online Marketing Communications
Development of Information Age. Developing an IMC database. Direct marketing (e.g. email, Internet, catalogues, telemarketing, mass-media). Permission marketing. IMC and the Internet challenges.

LEARNING AND TEACHING APPROACH

Lectures and seminars will introduce the basic IMC theories. The real practical applications of those theories will provide an opportunity for students to make analyses on those concepts in real-life situations. Seminar sessions are interactive covering student group presentation, case study and in-class exercises.

Students will be assessed on the basis of coursework (e.g., individual assignments, group project reports) and a final examination. The coursework assessment items are to evaluate students’ competence in applying theories and concepts for real practical applications.

ASSESSMENT APPROACH

Coursework assessment items including participation, assignment, group case project and presentation are used to help students review and reinforce the knowledge and skills they have acquired in lectures and tutorials. The final examination is used to appraise students’ ability in comprehending the knowledge acquired from classes throughout the whole semester.

INDICATIVE READING

Recommended Textbook
References


Subject Code : SPD3175
Subject Title : Effective Professional Communication in English
Level : 3
Credits : 3
Teaching Activity : Lectures 28 hours
Seminars 14 hours
Pre-requisites/Co-requisites : Nil
Prior knowledge* : Basic knowledge in Business Communication and English Writing or equivalent
Assessment : Coursework 60%
Final Examination 40%

* This is not a pre-requisite subject requirement. The suggested subject(s) is(are) for student’s reference of the scope of basic knowledge required for this subject. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject aims to develop students’ spoken and written professional English communication skills within a marketing and PR context. It will provide opportunities to apply some of the academic knowledge that students gather from related marketing and PR subjects in realistic professional tasks. By doing this, students should begin to develop the skills that will give them the confidence to communicate effectively in English in today’s professional world.

The emphasis is on equipping students with a framework of language skills so that they can communicate effectively in English, both within their company/organisation and with customers/clients, in a range of typical professional contexts.

LEARNING OUTCOMES

Task-based outcomes

Completing this course successfully indicates that students can:
- write a range of professional correspondence in a clear, concise style with the ability to adjust tone according to context.
- contribute effectively to a problem-solving meeting.
- present effectively to an audience of peers by integrating spoken delivery skills with high-impact visual aids.
Associated language skills

Completing the writing component successfully indicates that students can:

- organise a text according to their reader’s needs.
- select information appropriately, without intrusive irrelevance.
- write accurately enough to prevent communication breakdown.
- write in a generally appropriate tone.
- use an adequate range of language.

Completing the speaking component successfully indicates that students can:

- be generally understood (i.e. their pronunciation is sufficiently clear).
- participate reasonably actively in a professional discussion.
- maintain the flow of language, although some hesitation may occur while searching for language resources.
- speak accurately enough to prevent communication breakdown.
- use compensation strategies to repair communication breakdown (if necessary).
- use an adequate range of language.

INDICATIVE CONTENT

WRITING SKILLS

a) Introduction to Modern Business Style
- Techniques for writing in Plain English.
- Analysing the requirements of different communicative situations.
- Ordering information in texts following the frontloading principle.
- Formatting for your reader’s eye.
- Selecting appropriate language to communicate clearly and concisely

b) Strategies for improving your tone in writing
- Personal vs impersonal tone
- Positive vs negative tone
- Indirect vs direct tone

c) Writing effective short reports and proposals
Writing a clear, concise, reader-focused report or proposal, incorporating:
- an appropriate range of language.
- sufficient accuracy.
- appropriate tone.
- principles of clear organisation.
SPEAKING SKILLS

a) Contributing effectively to a problem-solving discussion / meeting

Functional language to enable effective participation in meetings:
- Asking for + giving opinions.
- (Dis)agreeing.
- Making suggestions.
- Interrupting and dealing with interruptions.
- Clarifying and asking for clarification.

Functional language to enable effective problem solving in groups:
- Stating options.
- Balancing arguments.
- Changing your approach.
- Considering less obvious options.
- Making a decision.
- Stating future action.

b) Giving an effective presentation

Techniques and key language for…
- introducing yourself.
- structuring the presentation.
- referring to the audience’s knowledge.
- giving background information.
- integrating visual aids effectively.
- inviting questions.
- changing the topic.
- referring to visuals.
- concluding.
- handling questions.

TEACHING AND LEARNING APPROACH

The approach to teaching and learning will incorporate (i) guided discovery (ii) skills development in focused tasks and (iii) opportunities for students to demonstrate individually their improved competence.

Students will identify the features of successful spoken and written communication through guided analysis of model texts. They will participate in group and individual activities to apply their understanding as they develop their ability to incorporate these features into their own writing (email communication, reports and proposals) and speaking (meetings and spoken presentations).

There will be a balance (approximately 50/50) between group work and individual participation. Group work will prepare students to work effectively with other team members. Individual exercises and other tasks will develop a sense of personal responsibility for the quality of their own communication.
For this subject there is no distinction between lectures and tutorials. Each class requires full participation, mostly in pair and group work.

ASSESSMENT APPROACH

Coursework assessment items including participation, reports, group discussions and presentation are used to help students practice their skills and reinforce their knowledge that they have acquired in lectures and tutorials. The final examination is used to appraise students’ ability in comprehending the knowledge acquired throughout the whole semester. The assessment weighting is divided equally between spoken and written skills. 40% is formative (during the course); 60% is summative (end of the course).

INDICATIVE READING

References

Bilbow, Grahame T. Business Writing for Hong Kong, 3rd edition, Hong Kong: Longman. 2004

Bilbow, Grahame T., Business Speaking for Hong Kong, Longman, Hong Kong, 1996.


On-line Resources

The following websites contain excellent resources on effective communication skills:

Plain English Campaign: www.plainenglish.co.uk
Presentation Helper: www.presentationhelper.co.uk
ROLE AND PURPOSE

This subject provides students with a firm understanding of the concepts and theories of service marketing. It helps students develop a framework for implementing customer-focused management and designing strategies for increasing customer satisfaction and retention through service.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Recognize the ever-growing importance of services industry;
- Explain the special challenges that must be addressed when marketing these services;
- Appreciate the development of strong customer relationships through service quality;
- Review and assess the significance of core marketing variables for services industry; and
- Apply the core marketing variables to develop strategies for gaining competitive advantages across different sectors of the services industry.

INDICATIVE CONTENT

Nature and Characteristics of Services
Generic service characteristics. New challenges and issues caused by these characteristics. Impact on consumer purchasing behaviour and evaluation process within the service sectors.

Service Quality
The role of service quality in the overall marketing strategy. Conceptualisation and measurement of service quality. Customer expectation and perceptions of services.
Relationship Segmentation and Retention Strategies.
An expected marketing mix: Product, Price, Place, Promotion, People, Physical Evidence, and Process.

Service Management Strategies/Approaches

TEACHING AND LEARNING APPROACH
The teaching approach emphasizes the application of knowledge and skills required for executing service marketing strategies. Students are encouraged to adopt a practical and problem solving approach in studying this subject.

Class meetings are conducted in a mixture of lecture, seminar, group discussion and presentation, and case study.

Lectures focus on the discussion of various tools and techniques adopted by service marketing approaches.

Seminars, group discussion and presentation, case studies are used to encourage students to contribute their views and offer critical evaluation in the discussion of various issues relating to the execution of service marketing approaches to an organisation.

ASSESSMENT APPROACH
Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including group discussion and presentation, assignment, case study and reports, are to evaluate students’ ability to analyze and apply the essential elements of service marketing concepts. The final examination is used to appraise students’ competence to execute service marketing strategies.

INDICATIVE READING
Recommended Textbook

References
Hoffman, K.D. and Bateson, J.E.G., Services Marketing: Concepts, Strategies, & Cases, 3rd


Subject Code : SPD4074
Subject Title : Strategic Brand Management
Level : 4
Credits : 3
Teaching Activity : Lectures 28 hours
            : Seminars 14 hours
Pre-requisites/ Co-requisites : Nil
Prior Knowledge* : Basic knowledge in SPD2004 Marketing Management
                  : SPD3124 Understanding Consumer Behaviour
                  : SPD3125 Marketing Research or equivalent
Assessment : Coursework 60%
            : Final Examination 40%

* This is not a pre-requisite subject requirement. The suggested subject(s) is(are) for student’s reference of the scope of basic knowledge required for this subject. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject aims to provide students with a sound understanding of fundamental brand management concepts. It focuses on building brand equity and its related issues. The subject also helps students develop planning skills required for strategic brand management.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the key fundamental brand management concepts;
- Analyse the issues related to brand positioning, brand values and brand equity;
- Assess the importance of marketing programs and integrated marketing communications for building of brand equity; and
- Apply acquired skills to measuring and managing brand equity.

INDICATIVE CONTENT

Overview of Brand Management

Building Brand Equity
Key activities in building brand equity: choosing brand elements, designing marketing programs, integrating marketing communications and leveraging secondary brand knowledge.
Measuring and Interpreting Brand Performance
An overview of qualitative and quantitative research techniques. Designing brand tracking studies. Developing a brand equity measurement and management system. Measuring sources and outcomes of brand equity.

Managing Brand Equity

Challenges of Brand Management
Key options for managing brands overtime: reinforcing brands, revitalising brands and adjustments to the brand portfolio. Managing brands over geographic boundaries and market segments. Future brand priorities.

LEARNING AND TEACHING APPROACH
The teaching approach of this subject is to give students a firm understanding of strategic brand management. Students are expected to adopt a practical approach in studying this subject.

Class sessions are conducted in a combination of lecture, seminar, case study, group discussion and presentation.

Lectures are designed to introduce the topics and develop students’ understanding of the course materials. Lectures will primarily focus on the key concepts and its relationship with strategic brand management.

Seminars, case study, group discussion and presentation are used to encourage students to bring their own experience to the coursework and apply analytical skills to developing brand management strategies.

ASSESSMENT APPROACH
Students will be assessed on the basis of coursework, including group discussion, individual assignments, group project report and presentation, and a final examination. The coursework assessment items are to evaluate students’ ability to apply concepts, acquired knowledge and skills to explain strategic brand management issues. The final examination is used to evaluate students’ comprehensive understanding of the strategic brand management.
INDICATIVE READING

Recommended Textbook


References


ROLE AND PURPOSE

This course provides students the opportunity to integrate and synthesise marketing theories, principles, perspectives, and techniques to explain the strategic marketing actions undertaken by firms and to enhance their creativity in formulating and in reviewing marketing strategies.

It focuses on developing marketing strategy based on a shared understanding of markets and competition. This subject also aims to help students implement market driven strategy in case analyses of international companies.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Describe market driven strategies in relation to markets and segments and customer value;
- Identify market targeting and strategic positioning in designing market driven strategy;
- Assess the strategic trade-offs of marketing decisions and to better interpret the marketing logic behind marketing strategy and policy; and
- Implement and control marketing strategy to maintain sustainable competitive advantages in a rapidly changing business environment.

INDICATIVE CONTENT

Marketing Strategies
Marketing strategies for different markets as defined by the stages of the product life cycle. Corporate, Business and Marketing strategy. Relationship marketing strategy.
Markets and Segmentation Strategy
Finer segmentation strategy. Relationships between competitive advantage and marketing strategy. Market driven strategy and segmentation.

Designing Market Driven Strategies
Market targeting strategy. Targeting in different market environment. Positioning strategy and positioning effectiveness.

Decisions Techniques and Analytical Models
PIMS principles. Re-examination of the PLC theory, BCG portfolio model, directional matrix technology portfolio.

Implementation and Control:
Organising for successful implementation. Strategic evaluation and tool. Marketing audit and control.

TEACHING AND LEARNING APPROACH
Case analyses will be the primary tool used to achieve the course objectives. Several cases will be discussed in class to reinforce key marketing concepts. Ability to discuss assigned cases will be an important factor in class participation.

Lectures will explain and emphasise key marketing concepts and theories in the context of strategic applications to the business sectors. Seminars will provide a forum for further discussion and illustration of the strategic principles and their applications. Articles and issues that are relevant to topics will be discussed in seminars to reinforce learning.

Attendance and active class participation in case discussion are very important. It includes the responsibility to share understanding and judgment with the class in order to advance the group's collective skills and knowledge. It means that each student needs to be ready to discuss the assigned material in every class period.

ASSESSMENT APPROACH
Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including class participation, quiz, group case study analysis and report, group discussion and presentation, are to evaluate students’ ability to apply key marketing concepts and theories to formulate/develop marketing strategies. The final examination is used to evaluate students’ competence to develop and implement marketing strategy for achieving competitive advantages in a rapidly changing business environment.
INDICATIVE READING

Recommended Textbook


References


**ROLE AND PURPOSE**

This course is designed to enable students to acquire more statistical skills and analytical know-how in order to develop their key marketing research techniques. It also provides students with real-life applications for facilitating marketing decisions.

This subject emphasizes in-depth conceptual understanding of the quantitative aspects of marketing research activities in the business arena these days.

**LEARNING OUTCOMES**

Upon successful completion of this subject, the student will be able to:

- Explain the concepts and techniques for conducting both qualitative and quantitative research;
- Identify information requirement for conducting research projects and Marketing Information System (MKIS);
- Develop a marketing research proposal;
- Design a questionnaire, conduct field work for an empirical survey, employ relevant statistical tools (i.e., SPSS package) for quantitative analyses, and write a research report; and
- Recognize the ethical and social responsibilities inherent in the market research project.

**INDICATIVE CONTENT**

An Overview and Marketing Research Industry
Overview of marketing research process and key marketing research and theories. Secondary Data and online information databases. Briefing of marketing research industry and importance of marketing information system. Research proposal. Selection of research agency. Ethical and social responsibility of researchers.
Exploratory Research Design: Qualitative Research
Qualitative research process. Pros and Cons of qualitative research. Differences between qualitative research and quantitative research. Focus groups, observation, personal depth interview and other data collection methods. Briefing on projective techniques. Roles of moderator.

Overview Measurement and Scaling
Measurement process. Validity and reliability. Review of four basic scales characteristics and attitude scale measurement used in survey research.

Questionnaire Design

Data Collection, Analysis, and Reporting Research Findings
Overview key methods of communication with respondents. Data validation. Data edition and coding. Cross-tabulation. Central tendency and dispersion. Hypothesis testing (null hypothesis and alternative hypothesis) and statistical significance. Testing for significant differences (e.g. compare two means, ANOVA). Testing for Association (e.g. Chi-square analysis, Correlation analysis, Pearson correlation coefficient, regression analysis and examining residuals.). Factor analysis. Briefing on multicollinearity and multiple regression analysis. Graphical presentation of data and reporting research findings.

TEACHING AND LEARNING APPROACH
Lectures and seminars will introduce advanced marketing research techniques. The practical applications of research theories will also provide an opportunity for students to make analyses in real-life situations. Seminar sessions are interactive covering student group presentation, case study, homework, and in-class exercises.

Students are required to carry out project-based assignment with applications of various sophisticated analytical and statistical skills (by using SPSS package) through team-based activities.

ASSESSMENT APPROACH
Students will be assessed on the basis of coursework. The coursework assessment items, including class participation, individual assignments, group project report, group discussion and presentation, and case study, are to evaluate students’ competence in applying marketing theories and statistical concepts to real life marketing problems/issues. The fieldwork group research project calls for a research proposal, a data collection methodology and a final report. It takes the form of a thesis and is used to appraise students’ ability in comprehending marketing knowledge and statistical skills for helping make marketing decisions.
**INDICATIVE READING**

**Recommended Textbook**


**References**


**ROLE AND PURPOSE**

The aim of this subject is to examine the role of management information systems (MIS) in assisting achievement of corporate objectives, to understand the special importance of MIS when applied to business in general. It focuses on the analysis of managerial concerns and evaluation of management methods for the successful development and use of MIS in area of marketing and public relations.

**LEARNING OUTCOMES**

Upon successful completion of this subject, the student will be able to:

- Identify and explain the benefits of using of information systems to achieve competitive advantages for an organisation;
- Describe the principal elements of comprised management information systems;
- Identify and explain how information technology can help the firm to achieve information security and business continuity;
- Identify and assess the implications of different approaches to information system development; and
- Apply appropriate information systems and technologies to achieve business goals.

**INDICATIVE CONTENT**

**Overview of Information Systems**

Information Systems and Information Technologies
Organisational information systems. The marketing information system. The executive information system. Convergence of information and communication technologies. Virtual private networks. Database management systems.

Information Technologies for Public Relations
Online newsroom and corporate web site design. Crisis web site design. Search engine optimisation.

Information Security

System Users and Developers

Marketing Decision Support Systems

TEACHING AND LEARNING APPROACH
This subject emphasizes the application of MIS concepts and knowledge to achieve business goals. Students are expected to adopt an active, critical and problem-solving approach to identify the different alternatives solutions in different business decision making scenarios.

Class meetings are conducted in a mixture of lecture, seminar, group discussion and presentation, and case study.

Lectures focus on understanding the concepts and principles of MIS and discussions on the application of technologies that constitute the different information systems.

Seminars, group discussion and presentation and case study are used to encourage students to apply the principles of MIS in different business scenarios to identify possible solutions and assess their suitability.

ASSESSMENT APPROACH
Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including class participation, case study, assignment, group project and presentation, are to evaluate students’ understanding of the concepts and principles of MIS and the ability to use technologies to develop different information systems for achieving competitive advantages for a business firm. The final examination is used to evaluate students’ competence to apply principles of MIS to develop/design information systems for solving business problems and achieving business goals under different business conditions.
INDICATIVE READING

Recommended Textbook


References


ROLE AND PURPOSE

This subject aims to build on students' prior knowledge and skills on marketing management and equip them with analytical skills in assessing a range of marketing strategies for effective business decision. It also provides students with a base of knowledge on the recent environmental changes which affects the strategic marketing approaches for a hospitality and tourism organisation.

LEARNING OUTCOMES

Upon successful completion of this subject, students are normally expected to:

- Describe the marketing functions and their importance to effective management of a travel and tourism organisation.
- Evaluate the main marketing issues in developing an effective business-level strategy in travel and tourism industry.
- Apply various marketing strategies to make business decision.
- Identify recent developments in the external business environment which affect the approaches in strategic marketing.

INDICATIVE CONTENTS

Marketing Concepts
Social foundations of marketing; Needs, wants and satisfactions; Products, sales and marketing orientation

Travel and Tourism Marketing Functions
Roles and marketing systems; Marketing process and decisions; travel and tourism marketing environment; Environmental influences; Controllable and uncontrollable variables
Marketing Strategies
Three levels of strategy; Marketing strategies for new markets; Marketing strategies for growth markets; Marketing strategies for mature and declining markets; Internal marketing

Competitive Strategies
Porter’s generic strategies; Factors influencing competitive strategy; Market Position; Competitive methods in the Travel and Tourism industry; Competitive advantage

Marketing Mix
Product and service strategies; Pricing strategies; Distribution strategies; Promotion strategies

Product/Service Strategies
Good and services; Service characteristics; Product Portfolio; Customer experiences and expectation; New Product Development Process; Product-based models; Product differentiation

Customer Behaviour and Customer Markets
Types of customers; The business travellers; The pleasure travellers; The package travellers; The mature travellers; International travellers; Free independent travellers; Corporate travel and meetings market; Incentive market; Group tour and package market

Relationship Marketing
Its importance and popularity; Customer markets; Collaborative relationships

TEACHING AND LEARNING APPROACH
The teaching approach of this subject is to help students recognise the scope and function of strategic marketing in travel and tourism industry. Students are expected to play an active role in group discussion for developing a framework for applying their knowledge and skills to assessing the significance and implications of marketing decisions for the success of a business operation as well as its development and growth.

Class meetings are conducted in a combination of lecture, seminar, group discussion and case study.

Concepts, significance of various types of marketing strategies and special issues related to recent environmental changes impact on strategic marketing decision are discussed in lectures.

Seminars and group discussion are used to promote interaction between students for encouraging intellectual thinking, application of analytical skills and generating critical feedback in case study and analysing problems under specific situations.

Elite industry personnel will be invited as guest speakers to share their expertise and valuable work experience on the subject with students.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment (i.e. coursework in the form of individual assignments and group work) and an end of semester examination.

The coursework assessment items (e.g. class discussion, reflective report, group project and presentation etc.) evaluate students’ ability to apply concepts, to construct knowledge and skills in analyzing how different marketing strategies can be applied in making business decision. It requires students to identify current issues in the external business situations which impact on the choice of marketing strategies in local and regional contexts. In addition, it also assesses students’ English language competency, communication skills and teamwork.

Final examination with primarily open-ended questions and case-studies aims to assess individual student’s application and interpretation of acquired knowledge as well as their analytical and evaluative skills in apprehending relevant marketing issues and making his/her recommendation to these issues. Students are required to work within a time limit.

INDICATIVE READING

Recommended textbook

References


ROLE AND PURPOSE

In the 1980s, a new form of marketing was born: Cause-Related Marketing (CRM), a hybrid of product advertising and corporate public relations. Coupled with Corporate Social Responsibility (CSR) which is derived from the concept of stakeholders, CRM aims to link corporate identities with nonprofit organisations and good causes. As a tax-deductible expense for business, this form of brand leveraging seeks to connect with the consuming public beyond the traditional point of purchase and to form long-lasting and emotional ties with consumers.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Understand and explain the relationship between CRM and CSR and corporate and managerial behaviour,
- Evaluate the claims of corporate public relations material with the concerns of a range of stakeholder groups,
- Describe and critique the various components of cause-related marketing,
- Apply critical and interpretative skills to an evaluation of corporate activity
- Identify a number of contemporary applications of CRM and CSR, and indicate some possible future directions for CRM and CSR.

INDICATIVE CONTENT

Understanding CRM and CSR
Defining cause-related marketing; Defining Corporate Social Responsibility; CSR as charity and philanthropy; as public relations; and as green marketing. Does CSR enhance or suppress profits? Is CSR a luxury that small and medium enterprises cannot afford?
Stakeholders and Stakeholder Analysis
Identifying market stakeholders: suppliers, consumers, employees, lenders, and investors. Identifying non-market stakeholders: NGOs, activist groups, educational institutions, media organisations, and legislators. Stakeholder rights and stakeholder power as constraints on the policies and actions of business enterprises.

Cause Promotions and Cause-Related Marketing
Corporate provision of funds, inkind contributions or other resources for promotions intended to increase awareness and concern about a social cause or to support fundraising, participation or volunteer recruitment for a cause. A corporate commitment to make a contribution or donate a percentage of revenues to a specific cause based on product sales or other consumer activity.

Corporate Social Marketing
Corporate support for the development and/or implementation of a behaviour change campaign intended to improve public health, safety, the environment or community well being.

Corporate Reputation Management
Other activity categories include Corporate Philanthropy (direct contributions – the most traditional of corporate social initiatives), Community Volunteering (corporate support for employees and other stakeholders to volunteer time) and Socially Responsible Business Practices (discretionary business practices that support social causes).

TEACHING AND LEARNING APPROACH

Class meetings are conducted in a mixture of lecture, tutorial, and group presentation.

Lectures focus on discussion of cause-related marketing and corporate social responsibility using cases in Hong Kong and the rest of the world to help students to put what they have learned into practice.

Tutorials and group presentations campaigns are used to encourage students to contribute their views and give critical feedback so as to give them a clearer picture through give-and-take process.

Students will participate in in-class exercises which will be designed to facilitate an understanding of concepts, theories and principles of CRM and CSR. They will require group discussion, case analysis and creative problem solving. Student performance on these tasks will be continuously assessed, based on the quality of ideas and analysis shared orally with the whole class by group representatives, and/or written down on handed in worksheets, along with peer review by fellow team members.

Students will undertake a team project. This project may involve service-learning, or alternatively it will involve analysis of a public and social issue, with reference to the activities of one or more Hong Kong based business enterprises. Based on the project, each team of students will make one oral presentation (with PowerPoint) and display their findings on a notice board. The presentation and display will be assessed on the basis of depth of analysis, collaborative team effort, clarity, and credibility.
ASSESSMENT APPROACH

Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including group discussion and presentation, assignment, case study and group project, are to evaluate students’ understanding of the concepts of corporate reputation management. The final examination aims to evaluate students’ comprehensive understanding of and ability to apply theories and concepts of cause-related marketing and corporate social responsibility into real-life application.

Teams of four or five students will each carry out a project. Teams will be given the option of conducting their project by means of Service-Learning. Alternatively, the team project will involve analysis of a public and social issue that is directly associated with the activities of one or more Hong Kong based organisations. Students will identify and suggest relevant government and/or corporate policies and actions by other stakeholders. In doing their CRM and CSR project, students may conduct interviews or surveys with key stakeholders. Each project team will give an oral presentation of their findings and recommendation, as well as displaying their materials on a notice board for exhibition.

INDICATIVE READING

Recommended Textbook


References


ROLE AND PURPOSE

This subject provides the students with a conceptual framework for examining the practices of relationship marketing and the impact of relationship marketing activities on an organisation. With special reference to activities in business-to-business, the subject focuses on the formulation of relationship marketing strategies and the implementation of the associated activities within a variety of different business contexts.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the basic concepts, nature and scope of business marketing;
- Analyse similarities and differences between consumer marketing and business marketing;
- Explain the key concepts of organisational buying behaviour;
- Apply acquired skills to developing marketing mix strategies in a business marketing setting; and
- Assess the importance of relationship marketing in establishing long-term success in business marketing.

INDICATIVE CONTENT

The Environment of Business Marketing

Remark: The syllabus of this subject is subject to review in 2010/11.
Organisational Buying Behaviour

Managing Relationships in Business Marketing

Information Technology for Relationship Marketing

Assessing Market Opportunities

Development of Business Marketing Strategies

Evaluating Business Marketing Performance
Control of business marketing strategies at various levels. Implementation of business marketing strategies.

LEARNING AND TEACHING APPROACH
The teaching approach of this subject is to give students a firm understanding of business and relationship marketing. Students are expected to play an active role in group discussion for applying their skills to assessing business marketing situations.

Class sessions are conducted in a combination of lecture, seminar, case study, group discussion and presentation.

Lectures are designed to introduce the topics and develop students’ understanding of the course materials. Lectures will primarily focus on the key concepts and its relationship with business marketing strategies.

Seminars, case study, group discussion and presentation are used to encourage students to bring their own experience to the coursework and apply analytical skills to developing marketing strategies in a business marketing setting.
ASSESSMENT APPROACH

Students will be assessed on the basis of coursework, including individual assignments, group project report and presentation, and a final examination. The coursework assessment items are to evaluate students’ ability to apply concepts, acquired knowledge and skills to explain business marketing issues. The final examination is used to evaluate students’ comprehensive understanding of business to business marketing.

INDICATIVE READING

Recommended Textbook


References


Subject Code: SPD4287
Subject Title: Public Relations and Crisis Management
Level: 4
Credits: 3
Teaching Activity: Lectures 28 hours
Seminars 14 hours
Pre-requisites/ Co-requisites: Nil
Prior knowledge*: Basic knowledge in SPD3174 Integrated Marketing Communications SPD3126 Introduction to Public Relations or equivalent
Assessment: Coursework 60%
Final Examination 40%

* This is not a pre-requisite subject requirement. The suggested subject(s) is(are) for student’s reference of the scope of basic knowledge required for this subject. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

The purpose of this subject is to develop a theoretical conceptualisation of the role of public relations in crisis management as crisis is getting more and more frequent. It focuses on the issues relevant to planning, development and execution of public relations programmes and techniques for businesses and organisations for communication with stakeholders during a crisis. A particular emphasis will be made to cover the advent of new media technology, the rise of consumer power, the growing development in international public relations, and the need for an audience-orientation to studying and practicing crisis management.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the theories, principles, and all major practices of public relations in handling crisis;
- Describe how the role of communication evolves from pre-crisis through post-crisis,
- Understand the dynamics of communication between the organisation and its stakeholders during and after a crisis,
- Construct press releases/post-crisis advertisements and campaigns that account for the relevant aspects of the crisis context, and
- Describe the role of ethical accountability in crisis situations.
INDICATIVE CONTENT

Crisis Management
Appreciation of the ongoing approach to crisis management. Definition of a crisis. Crisis Prevention: Business and financial tools, Protection of human assets, Business impact analysis, Risk management

Handling Crisis

Crisis Management and Communications Strategies

Protection from Reputation Damage and Responses to Crisis
Crisis management mechanism; Emergency, contingency, and continuity plan; Crisis Communication; Media management; Scenarios planning; Crisis decision, and ethical decision

Recovery from Crisis
Implementing the recovery plan; Evaluation the operations and process; Internal control; Business balanced scorecard

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a practical experience in strategically planning and managing the public relations process for crisis management. Students will work individually and on teams to create a PR programme for a crisis, learn how to staff crisis teams and learn how to deal with the media.

Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study.

Lectures focus on concepts and applications of the principles and key issues relevant to public relations in crisis management through reviewing actual public relations cases and publicity materials in order to help students develop a knowledge base.

Seminars emphasize on interactive communication which includes group discussion and mini-case analysis. Its aim is to help students to sharpen their presentation skills as well as to practice how to give their views and critical feedback.
ASSESSMENT APPROACH

Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including case study, group discussion and presentation, assignment and project report, are to evaluate students’ understanding of the key theories, principles and process of public relations in crisis management. The final examination aims to evaluate the students’ comprehensive understanding of public relations process and ability to solve problems arise from a crisis situation for maintaining positive reputation of the organisation affected.

INDICATIVE READING

**Recommended Textbooks**


**References**


ROLE AND PURPOSE

This subject equips students with a base of knowledge and skills in managing special events and exhibition. Students will learn about the increasing significance of hosting events to the development of local economy and its impact on the hospitality and tourism industry in particular. Students will learn to produce special events and exhibition systematically, efficiently and professionally along with factors that needed to be considered carefully when executing such a plan. Students will also apprehend current trends and impacts which they should be aware of as a practitioner of the MICE industry.

INTENDED LEARNING OUTCOMES

Upon successful completion of this subject, students are normally expected to:

- Describe the socio-economic importance of the MICE industry to local and regional economies, and key players in the MICE sector
- Analyze the main factors to be considered when executing an event and exhibition plan
- Identify and explain the different types of special event, key stakeholders, importance of events to local economy with reference to the hospitality and tourism industry
- Apply various planning concepts and strategies to coordinate an event
- Identify and analyze impacts of current trends in MICE sector which affect the future operation and management of the industry.

INDICATIVE CONTENT

Key Stages in Convention and Exhibition Production
Planning a new event; Setting objectives and master timetable; Personnel selection; Sales production; Show production; Finance administration; Budgets and accountability; Recordkeeping and accounting; Contracts and insurance; On-site management; Event evaluation
Sales, Marketing and Public Relations
Event promotion; Marketing and publicity plan; Budget; Branding; Pre-registration; Printed materials and program books

Event Strategy
Event conceptualisation; Planning functions; Human resources management for event; Strategic marketing of events; Sponsorship of events

Event Coordination
Types of exhibitions; Facility requirement; Decision-making process for site-selection Logistics; Staging events; Evaluation and reporting

Current Trends and Development
Development of new MICE destinations in the Asia Pacific region; Supply of purposely-built venues; Emerging China market

TEACHING AND LEARNING APPROACH

Theories and concepts relating to planning and executing special events and organising exhibitions successfully will be introduced through interactive lectures. Seminars will comprise of group discussion and other student-centred activities which aim to promote interaction between students for encouraging intellectual thinking, application of analytical skills and generating critical feedback in analysing cases and problems under specific situations. Students are expected to play an active role in group discussion for developing a framework for applying their knowledge and skills on the subject. Audio and visual aids such as VCDs & DVDs will be used to expand students’ understanding on relevant topics.

Field trips and guest lecture will be arranged to give students opportunity to gain first hand knowledge from industry experts on current practices and constraints encountered by special event and exhibition organizers.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment (i.e. coursework in the form of individual assignments and group work) and an end of semester examination.

The coursework assessment items (e.g. class discussion, case studies and reflective reports, group project and presentation etc.) evaluate students’ ability to apply concepts, to construct knowledge and skills in planning special events and organising exhibitions systematically and professionally. It also assesses students’ English language competency, communication skills and teamwork.

Final examination with mainly open-ended questions and case studies aims to assess individual student’s application and interpretation of acquired knowledge on the subject. Students are required to work within a time limit.
INDICATIVE READING

**Recommended textbook**

**References**


**ROLE AND PURPOSE**

This subject equips students with the essential skills for developing and writing marketing and public relations materials, including news releases, backgrounders, newsletter and magazine articles, brochures, print advertising copy, and broadcast scripts. Recent technological changes are also covered to give students an understanding of how technology impacts the public relations industry. In the constantly changing world of public relations, the subject stresses the need for public relations professionals to communicate more effectively to all audiences.

**LEARNING OUTCOMES**

Upon successful completion of this subject, the student will be able to:

- Identify the intended public and the nature of various media in planning and writing marketing and PR text;
- Recognize legal and ethical problems associated with marketing and public relations writing,
- Apply public relations writing skills to produce effective promotional copy using a mix of media to reach the target audience with the desired effect,
- Produce effective advertising copy, advertorial and direct mail, and
- Research and write a speech for someone else, and coach that speaker to deliver the speech effectively.

*Remark: The syllabus of this subject is subject to review in 2010/11.*
INDICATIVE CONTENT

Writing for Marketing and Public Relations
Planning and researching the writing; setting the objectives, identifying and analyzing the public, understanding the nature of various media; the tools and the writing process.

Choosing the right medium
The process of persuasion, Elaboration Likelihood Model; choosing the appropriate medium or media, media advantages and disadvantages, budgeting for and buying media; placement and media relations, learning to adapt.

Ethics and Marketing and Public Relations Writing
Ethical considerations of persuasion, logic fallacies, ghostwriting; The legal aspects of PR Writings, defamation, privacy, copyright, trademarks.

Writing for Marketing and Public Relations
News releases and backgronders; fact sheets; newsletters, magazines, and feature writing; brochures and other informational pieces; annual & social responsibility reports; print advertising; reaching broadcast audiences: writing for television and writing for radio; speeches and presentations: handling the q & a session and using presentation materials.

The future trend of Marketing and PR Writings
The development of new media: computer writing and the Internet; writing for the computer and writing on the computer; writing for diverse audiences: writing for the global audience and writing for low-literacy audiences.

TEACHING AND LEARNING APPROACH

In a combination of lectures, in-class writing/design focus tasks, experiential learning through a variety of role-plays and games, class discussions, team activities and individual and team presentations, the subject develops writing abilities and knowledge to help students produce public relations copy for a wide range of markets and media.

The lecturer will review a different set of public relations writing skills each week at the start of the session. Students will be instructed to read the relevant sections in their notes or readings beforehand and will then be required to apply these public relations writing skills in both individual and collaborative class based writing exercises, often being expected to share their efforts with their classmates. Some of the writing exercises undertaken each week will become part of the students’ marketing and public relations writing portfolio and is part of the assessment.

ASSESSMENT APPROACH

Students will be assessed on the basis of coursework with various assessment items such as media releases, newspaper articles, brochures, speeches, print ads and copy of electronic and online media. In individual and group work, students demonstrate their understanding of the principles and skills applicable to good professional writing for marketing and public relations.
INDICATIVE READING

Recommended Textbook


References


ROLE AND PURPOSE

This subject provides students with a firm understanding of the concepts and theories of Internet marketing and the effective use of the new digital technologies, as well as guarding against some potent online threats. It focuses on the various Internet marketing tools, systems and operating procedures that are applied to an organisation. This subject also helps students to deepen their understanding of the growing importance of Internet marketing and online PR in the current marketing environment.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Describe the different types of digital technology for online PR and Internet marketing;
- Identify and explain the benefits and threat of e-commerce for an organisation;
- Identify and explain the growing trend and importance of using different online approaches to build-up public relations and to market products and services in different marketing contexts;
- Identify and assess the significance of online PR and Internet marketing for enhancing customer service relationship; and
- Assess the implications of using online PR and Internet marketing approaches and apply these approaches to the formulation/development of overall marketing strategies;
INDICATIVE CONTENT

A Framework for Internet Marketing
Marketing and technology. The digital world. Networks, definitions and scope of electronic marketing and electronic commerce, legal aspects.

Analysing Marketing Opportunities
Analysing consumer markets and buyer behaviour. Analysing business markets and buyer behaviour in the context of purchasing and supply management. Online and offline marketing research.

Online PR
Changes in PR; What's Different About the Internet? The Website as a Tool for Managed Communications; The Non-Web Internet; Creating and Using Mediated Relationships Online; Setting Up and Running an Online Press Office; Online press release; Monitoring buzz and the blogosphere; Engagement;

Marketing Strategy Formulation
Identifying market segments and selecting target markets. Positioning. Designing the customer experience. Formulating strategy for “pure-play” online companies and “bricks-and-clicks” companies.

Designing the Marketing Programme
Managing the six components of the Internet marketing mix: product, pricing, community, communication, distribution, and branding. Designing and packaging. Material handling, purchase and procurement.

Evaluating the Marketing Programme
Comparing the offline hierarchy of effects metrics model and the online purchasing metrics model. Integration of metrics approach. Complexities and challenges.

TEACHING AND LEARNING APPROACH

The teaching approach emphasizes the application of knowledge and skills required for executing online public relations and Internet marketing strategies of an organisation. Students are encouraged to adopt a practical and problem solving approach in studying this subject.

Class meetings are conducted in a mixture of lecture, seminar, group discussion and presentation, and case studies.

Lectures focus on the discussion of various tools and techniques adopted by online PR and Internet marketing.

Seminars, group discussion and presentation, and case studies are used to encourage students to contribute their views and offer critical evaluation in the discussion of various issues relating to the applications and outcomes over the selection of online PR and Internet marketing applications to an organisation.
ASSESSMENT APPROACH

Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including group discussion and presentation, case study, assignment and project report, are to evaluate students’ ability to analyze and explain the applications of online PR and Internet marketing tools and techniques in marketing contexts. The final examination is used to appraise students’ competence to execute and evaluate the online PR and Internet marketing programmes.

INDICATIVE READING

Recommended Textbook


References


Hanson, Ward, Principles of Internet Marketing, South-Western, Thomson Learning, 2000.


Subject Code: SPD4291
Subject Title: Global Marketing
Level: 4
Credits: 3
Teaching Activity: Lecture 28 hours, Seminar 14 hours
Pre-requisites/Co-requisites: Nil
Prior Knowledge*: Basic knowledge in SPD2004 Marketing Management or equivalent
Assessment: Coursework 60%, Final Examination 40%

* This is not a pre-requisite subject requirement. The suggested subject(s) is(are) for student’s reference of the scope of basic knowledge required for this subject. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with a firm understanding of the concepts and theories of marketing in an international context. It offers a framework for analysing the implications of different international marketing mix for planning as well as implementing global marketing strategies. This subject also helps students to deepen their understanding of marketing in the Asian Pacific region.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Recognize the complexities of international marketing in the global economy;
- Apply the essential management skills in order to develop a framework for formulating a global marketing strategy;
- Recognize the social and cultural significance in the planning and implementing of global marketing strategies;
- Identify and explain the political and legal impacts on conducting business in a foreign state; and
- Analyze the dynamics of marketing management in the Asian Pacific region.

INDICATIVE CONTENT

Overview of Global Marketing
Importance of global marketing. Discussion on ethnocentric, polycentric, regiocentric, and geocentric orientation. The global economic environment. Comparison between market capitalistic systems with centrally planned economic systems.

Remark: The syllabus of this subject is subject to review in 2010/11.
The Social and Cultural Environments
Examine cross-cultural values, beliefs, attitudes, aesthetics. Appreciate the social and cultural impacts on marketing.

International Segmentation, Targeting, Positioning and Pricing
Discuss segmentation, targeting and strategic positioning in the context of global marketing. Highlight factors affecting pricing in international marketing.

Entry Strategies and Branding Decisions
Study different possible entry strategies like licensing, joint ventures, strategic alliance. Global brand development, international labelling and testing new global products.

Marketing Channels and Physical Distribution
Learn the realities and logistics of implementing international marketing strategies. Controlling the global marketing effort. Discuss attributes and factors essential to successful global marketing management.

TEACHING AND LEARNING APPROACH
Class meetings are conducted in a combination of lecture, seminar, group discussion, case study and presentation, with an emphasis on student-centred learning.

Lectures will focus on the concepts, techniques and key issues of global marketing. Seminars and group discussion are to promote interactions and participations among students. Case study and presentation are for encouraging students to apply their skills and knowledge to examine critical issues under specific situations and for enhancing their communication skills.

ASSESSMENT APPROACH
Students will be assessed on the basis of coursework and a final examination. The coursework assessment items, including class participation, case study, assignment, group project and presentation, are to evaluate students’ understanding of the complexities of global marketing and their ability to apply key concepts and theories of international marketing to formulate/develop a global marketing strategy. The final examination is used to evaluate students’ competence to assess the implications of different business, economic, social and political forces for developing and implementing a global marketing strategy in a rapidly changing business environment.

INDICATIVE READING
Recommended Textbook
References


