

Subject Code	MM574
Subject Title	Managing Customers and Markets
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	This subject provides an understanding of the theory and practice of Marketing at a post-graduate level. The idea is to give students who have had little previous exposure to marketing a basic working knowledge of a typical marketing environment and marketing mix: product, price, promotion and distribution. The subject is also designed to introduce students to an array of current topics including customer satisfaction, brand equity and internet marketing. A broad range of marketing topics is examined with an emphasis on the concepts, which a marketing manager needs to understand in order to make effective decisions.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. identify and critically analyze the nature of marketing activities in an organization, and assess the external and internal environment impacts on the organization; b. plan and resolve issues at strategic and operational levels; c. understand and reflect on the basic strategies to achieve marketing objectives; d. have achieved a basic understanding and integration of the concepts of market segmentation, targeting and positioning and the application of an optimal marketing mix.
Subject Synopsis/ Indicative Syllabus	<p>The Concept of Marketing Exchange and transactions. Company orientations towards the marketplace and the fundamental marketing concepts. Marketing ethics and social responsibilities.</p> <p>Developing Marketing Strategies and Plans A Holistic Marketing Orientation and customer value. The role of marketing in strategic planning.</p> <p>Gathering Information and Scanning the Environment Analyzing the marketing environment. Marketing information system. Conducting marketing research.</p> <p>Creating Customer Value Building customer value, satisfaction and loyalty.</p> <p>Analyzing Consumer and Business Markets Market segmentation, targeting and positioning. Building a strong brand.</p> <p>Developing the Marketing Mix Formulating the product, price, promotion and place strategies.</p>
Teaching/Learning Methodology	The teaching/learning approach includes lectures, tutorials, video-based study materials, class discussion, and student presentations.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a.	b.	c.	d.
	Continuous Assessment*	50%				
	1. Individual project / homework / quiz / class participation	35%	✓	✓	✓	✓
	2. Group presentation / project	15 %	✓	✓	✓	✓
	Examination	50%	✓	✓	✓	✓
	Total	100 %				
<p>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p>To pass this subject, students are required to obtain Grade D or above in both the Continuous Assessment and Examination components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> • Read the recommended material; • Discuss the issues brought up in the lectures/seminars; • Appreciate the different approaches that may be adopted in solving marketing problems; • Participate in presenting the group’s views on a case/marketing situation. <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>						
Student Study Effort Expected	Class contact:					
	▪ Lectures		39 Hrs.			
	Other student study effort:					
	▪ Preparation for lectures		39 Hrs.			
	▪ Preparation for assignment / group project and presentation / examination		39 Hrs.			
	Total student study effort		117 Hrs.			
Reading List and References	<p>Cravens, D. and Piercy, N. <i>Strategic Marketing</i>, 9th edition, McGraw-Hill Book Company, 2009.</p> <p>Kotler, P., Keller, K., Ang, S.H., Leong, S.M. and Tan, C.T. <i>Marketing Management – An Asian Perspective</i>, 6th edition, Prentice Hall, 2012.</p> <p>Kotler, P. and Keller, K. <i>A Framework for Marketing Management</i>, 4th edition, Pearson Prentice Hall, 2009.</p>					