

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT3501
Subject Title	Shipping Strategy and Marketing
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite	LGT2506 Law of Carriage of Goods by Sea
Role and Purposes	<ul style="list-style-type: none">▪ To provide a basic understanding of the key concepts of marketing and strategy.▪ To assist the development of the ability in applying marketing and strategic concepts to the practice of shipping business.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none">a. Understand the basic principles in opportunity analysis, formulating strategies, and implementation and control of marketing strategies in shipping related industry,b. Develop a sensitivity to the ethical issues involved in business practice,c. Develop effective approaches to define and analyse structured and unstructured business issues and develop problem solving skill,d. Develop the ability to communicate effectively and fluently in both written and oral forms,e. Obtain a fundamental knowledge for further life-long learning in shipping and logistics related industry. <p>This subject facilitates the development of the following attributes of all-roundness:</p> <ul style="list-style-type: none">▪ Global outlook▪ Critical and creative thinking▪ Life-long learning▪ Leadership

Subject Synopsis/ Indicative Syllabus	Marketing defined; orientations towards the market place; the marketing mix; product; price; place; promotion. Service characteristics; classification of services and marketing implications; the expanded marketing mix for services; people; process; physical evidence; marketing professional services; relationship marketing. Market segmentation, marketing research and intelligence; analysing industries and competitors; achieving a sustainable competitive advantage, the generic strategies; the resource-based view, core competencies and resource capabilities. Application of marketing concepts; globalisation and international strategy; vertical and horizontal integration, diversification and global strategic alliances.																																												
Teaching/Learning Methodology	<p>Lectures will be used to present the basic theories and their application to the real world. General principles of the syllabus topic will be presented and developed during the lectures.</p> <p>In the tutorial classes, students will develop and apply the general principles of the topic in student-centred activities, including group discussions of cases, student presentations and discussions.</p>																																												
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="527 905 1469 1346"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th></th> </tr> </thead> <tbody> <tr> <td>Final Examination</td> <td>50 %</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Continuous Assessment</td> <td>50 %</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The coursework includes a test (15%) for basic knowledge and a project assignment (25%) for students to apply theoretical knowledge into practice. Examination is to test students' basic theoretical knowledge and abilities to solve problems.</p> <p><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		Final Examination	50 %	✓	✓			✓		Continuous Assessment	50 %		✓	✓	✓			Total	100 %						
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Continuous Assessment	50 %		✓	✓	✓																																								
Total	100 %																																												
Student Study Effort Expected	Class contact:																																												
	<ul style="list-style-type: none"> ▪ Lectures 						26 Hrs.																																						
	<ul style="list-style-type: none"> ▪ Tutorials 						13 Hrs.																																						

	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Revisions 	67 Hrs.
	<ul style="list-style-type: none"> ▪ Course project and presentations 	20 Hrs.
	Total student study effort	126 Hrs.
<p>Reading List and References</p>	<p><u>Recommended Reading</u></p> <p>Armstrong, G and Kotler, P. (2012), Principles of Marketing, Boston, Pearson Prentice Hall</p> <p>Anderson Vincze (2004), Strategic Marketing Management, Houghton Mifflin.</p> <p>Kotler, P. (2003), Marketing Management, Prentice-Hall International.</p> <p>Lovelock, C. H. (2004,) Services Marketing, New Jersey: Prentice-Hall International.</p> <p>Rust, R.T.,(2014), Handbook of service marketing research, Edward Elgar Pub. Ltd</p> <p>Walker, Boyd, Mullins, Larreche (2003), Marketing Strategy, A Decision-Focused Approach, McGraw Hill.</p> <p>Harvard Business Review</p> <p>Journal of Marketing</p> <p>Maritime Policy & Management</p>	