

# Hkbu marketing syllabus

[Business](#), [Marketing](#)



The class must divide itself into groups of roughly five members each. Each group will be allocated one of the topics shown below. The first presentation will be held at the end of Lecture 3. Note that creativity (in content and presentation style) is very important for the presentation. The presentation should be between 15- 18 minutes, plus 15 minutes for Q and A. The IM of these presentations is to facilitate our understanding on the application of marketing theories and models to a practical business situation.

The presentations will also help you improve your oral presentation skills, as well as the presentation skills of your classmates. Note that you are required to collect additional information from various sources (e. G. , the Internet, magazines and newspapers, professional journals etc. ) to support your analyses and arguments. The collection of primary data is not compulsory but may be beneficial. Please note that on the day of presentation, you are required to submit the reservation slides in notes page format (no more than 25 pages) supplemented with annotated notes to further illustrate your major ideas in the presentation.

The submitted presentation slide will become your term written assignment (which constitutes 20% of course grade) and will be evaluated by the course instructor. Through a lucky draw process, groups will be allocated one of the following topics: Presentation 1: Nongovernmental Forces Compare and contrast some key nongovernmental forces that affect the marketing programs of: The Ocean Park The Hong Kong Disneyland What marketing actions should they take to adjust to the trends?

Presentation 2: Corporate Social Responsibility A socially responsible company should be responsible to (1) its consumers, (2) employees, and (3) the ecological environment. Choose one of the following companies and discuss in detail how it can act responsibly to these three groups of people.

The Kowloon Motor Bus Co. Ltd. (KM) Cathy Pacific  
Presentation 3: Consumer Behavior Describe a high-involvement purchase that one of your group members has recently made. Show how each of the five stages in the consumer buying-decision process is featured in the description. Identify two situational influences that played a part in the decision.

Presentation 4: Product/Market Expansion Grid (Ansoff Matrix) Existing Products Existing Markets New Markets New Products  
1. Marketing penetration  
2. Product development  
3. Market development  
4. Diversification  
The figure above shows the product / market expansion grid. It can be useful in identifying growth opportunities for companies. Choose one of the following products / services, think creatively to describe four potential growth opportunities that fit into each of the four product / market expansion grid cells, recommend two est. opportunities for the company for the coming 5 years, and justify. UNIQUE Struck Dialogue in the Dark  
Presentation 5:

Market Segmentation There are many ways that a company can segment the market. Choose one of the following companies, and then (1) identify as many ways (e. G. , demographic segmentation; psychographic segmentation, etc. ) the company uses to segment the market; (2) specify which product of the company is targeting at which market segment; and (3) develop a strategy that targets at a new market segment for the company for the coming 5 years. McDonald's

Pacific Coffee Presentation 6: Promotion using the Social Media Suppose you are a marketing manager of Levis (the Jeans company) in Hong Kong. The company is going to launch two new Jeans models, one for male and the other for female. Both models are targeting at youngsters aged from 15 to 35. How are you going to make use of the social media to promote the new products? Presentation 7: The Communication Process The communication process consists of six key elements (refer to textbook Figure 17-1). Find two TV advertisements, one you think is effective and the other is ineffective, in communicating to the audiences.

For the ad that you think is ineffective, pinpoint in what stage of the communication process that might have induced the miscommunication problem. What are the potential noises, and how can you improve the advertisement? Attachment 2 Rubrics for Assessing Oral Presentations (10% of Total Course Grade) Criterion Organization (20%) Subject Knowledge (60%) Emerging Speech fails totally to present itself as organized with a apart structure of 'introduction', 'body and 'conclusion'. Student does not have grasp of information and cannot speak with inference verbally and non-verbally.

Student fails to answer questions about the subject. Audience Awareness

Student avoids connecting with the audience, as demonstrated by uncomfortable or sporadic eye-contact and very weak voice quality.

Developing Speech demonstrates limited effort in constructing a 3-part structure, but does not demonstrate cohesion and good enough logic to retain audience interest. Student is uncomfortable with information. Student

can answer only rudimentary questions. Student makes limited eye-contact but voice quality is adequate. Reference to the script ND reading from the screen is frequent.

Accomplished Speech shows conscious effort in Student is at ease with the delivery but fails to speak with conviction. Questions but fails to elaborate. Student is able to make conscious contacted but only out of formality or professor's expectation. Student maybe referring to the script and the screen longer than required and loses audience awareness from time to time. Is frequent and reading from the screen is obvious. Exemplary cohesion throughout the 3-part structure, showing careful thinking, research and organization in advance.