

# REGULATIONS FOR THE DEGREE OF MASTER OF SCIENCE IN MARKETING MSc(Mktg)

*These Regulations apply to candidates admitted to the Master of Science in Marketing curriculum in the academic year 2020-21 and thereafter.*

*(See also General Regulations and Regulations for Taught Postgraduate Curricula)*

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## Admission requirements

**MSc(Mktg)1.** To be eligible for admission to the courses leading to the degree of Master of Science in Marketing, candidates shall

- (a) comply with the General Regulations;
  - (b) comply with the Regulations for Taught Postgraduate Curricula;
  - (c) hold
    - (i) a Bachelor's degree with honours of this University; *or*
    - (ii) another qualification of equivalent standard from this University or from another University or comparable institution accepted for this purpose; and
  - (d) satisfy the examiners in a qualifying examination, if required.
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## Qualifying examination

**MSc(Mktg)2.**

- (a) A qualifying examination may be set to test the candidates' formal academic ability or their ability to follow the courses of study prescribed. It shall consist of one or more written papers or their equivalent, and may include a project report.
  - (b) Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register until they have satisfied the examiners in the examination.
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## Award of degree

**MSc(Mktg)3.** To be eligible for the award of the degree of Master of Science in Marketing, candidates shall

- (a) comply with the General Regulations;
  - (b) comply with the Regulations for Taught Postgraduate Curricula; and
  - (c) complete the curriculum and satisfy the examiners in accordance with the regulations set out below.
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## Period of study

**MSc(Mktg)4.** The curriculum shall normally extend over one academic year of full-time study. Candidates shall not be permitted to extend their studies beyond the maximum period of registration of two academic years of full-time study, unless otherwise permitted or required by the Board of the Faculty.

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## Completion of curriculum

**MSc(Mktg)5.** To complete the curriculum, candidates shall

- (a) satisfy the requirements prescribed in TPG 6 of the Regulations for Taught Postgraduate

- Curricula;
- (b) follow the courses of instruction and complete satisfactorily all prescribed written work and field work;
  - (c) satisfy the examiners in all prescribed courses as specified in the syllabuses and in any prescribed form of examination; and
  - (d) have achieved a cumulative GPA of 2.0 or above.

### Assessment

**MSc(Mktg)6.** Candidates shall satisfy the examiners in all the prescribed courses as specified in the syllabuses. Examinations shall normally be held at the end of each course, unless otherwise specified. Only passed courses will earn credits.

**MSc(Mktg)7** Candidates who have failed a course shall be required to sit for re-examination or to retake the course. If the failure is an elective course, candidates may elect to take another course as a substitute.

**MSc(Mktg)8** Candidates who are unable, because of illness, to be present at the written examination of any course may apply for permission to present themselves at a supplementary examination of the same course to be held at some other time. Failure to sit for supplementary examination as arranged shall automatically result in course failure.

**MSc(Mktg)9.** Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.

**MSc(Mktg)10** Candidates who have failed in the assessment/examination or re-assessment/re-examination of more than two courses during the entire period of study of the curriculum shall be recommended for discontinuation under the provisions of General Regulations G12.

**MSc(Mktg)11** There shall be no appeal against the results of examinations and all other forms of assessment.

### Grading system

**MSc(Mktg)12.** Courses shall be graded according to the following grading system:

<i>Grade</i>		<i>Standard</i>	<i>Grade Point</i>
A+	}	Excellent	4.3
A			4.0
A-			3.7
B+	}	Good	3.3
B			3.0
B-			2.7
C+	}	Satisfactory	2.3
C			2.0
C-			1.7
D+	}	Pass	1.3
D			1.0
F		Fail	0

### **Assessment results**

**MSc(Mktg)13.** On successful completion of the curriculum, candidates who have shown exceptional merit at the completion of the curriculum may be awarded a mark of distinction, and this mark shall be recorded in the candidates' degree diploma.

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## **SYLLABUSES FOR THE DEGREE OF MASTER OF SCIENCE IN MARKETING**

*These syllabuses apply to candidates admitted to the Master of Science in Marketing in the academic year 2022-23 and thereafter.*

### **CURRICULUM STRUCTURE**

Candidates must read a total of ten courses, each carries 6 credits, comprising five core courses (inclusive of one capstone course) and five elective courses. A list of electives will be announced at the beginning of each module. Candidates may take up to two elective courses from other taught postgraduate curricula offered by the Faculty of Business and Economics under the advice and approval of the Programme Directors concerned.

Not all the courses listed in the syllabuses will necessarily be offered each academic year.

### **CORE COURSES**

#### **MSMK7001 Marketing Management (6 credits)**

The course introduces the basic principles of marketing and covers key marketing concepts such as developing marketing strategies (segmentation, targeting, and positioning) and marketing communications (IMC), pricing, branding, and managing customer relationships. In this course, students will critically explore marketing principles, concepts, and models from a theoretical as well as a practical perspective. Contexts for discussion and learning will be global with special reference to markets in Asia and China.

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#### **MSMK7002 Consumer Insights (6 credits)**

The course focuses on harvesting and applying insights from consumers searching, purchasing and consuming product and services. It centers on the consumer psychological states at the moment of their judgement and decision-making. Seemingly minor incidents and the subtle contextual cues in daily life can trigger these psychological states and exert substantial impacts on purchase, consumption, and investment. This course appreciates key trendy consumption phenomena in Hong Kong and China consumer market (e.g., microphilanthropy, experiential consumption, anthropomorphism), analyze these phenomena from the perspective of in-depth psychological mechanisms, and explore the impact of marketing efforts on consumer reaction using the new technical tool of eye-tracking. The course covers consumer goods, business products, and services. It is offer insights to improve firm competitiveness by developing unique consumer-focused strategy and tactics.

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#### **MSMK7003 Applied Marketing Research and Metrics (6 credits)**

The course is to provide a cutting-edge understanding of marketing research methods in today's marketplace. It will focus on how both qualitative and quantitative aspects of marketing research can help managers to address substantive marketing problems. The course emphasizes the basic methodologies (survey, experiments), as well as introduces a variety of techniques (eye-tracking and digital analytics), and demonstrates how research results can be used to develop innovative marketing strategies. In sum, it combines insights of conventional marketing research with the cutting-edge development in our digital era.

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**MSMK7004 Digital Marketing (6 credits)**

The digital economy has fundamentally altered the nature of and the scope of consumer behavior and marketing practice. This course decomposes developments in digital marketing into three fundamental dimensions; time, space, and connections. In exploring these areas, we cover the concepts, theories, applications, and strategies behind digital marketing with the overarching goal of understanding how to utilize digital data to derive deeper and more meaningful behavioral, scientific, and managerial insights. Substantive topics include: digital advertising, analyzing digital trace data, strategizing with data assets, social network analysis, social media, digital branding, mobile marketing, human mobility, digital platforms and channels, and digital consumer behavior. Lectures, discussions, live data-analysis demonstrations, video pieces, real world cases (including many from the Chinese market), individual and group data exercises, and student-led project presentations are major class components.

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**MSMK7005 Marketing Strategy Simulation (Capstone course) (6 credits)**

As a capstone course, this course integrates knowledge from various marketing courses. It is aimed to provide students with advanced knowledge and experience for the design of effective marketing strategies from a general management perspective. It involves advanced concepts and tools useful for the development of marketing strategies and tactics. This course adopts a teaching philosophy of “learning by doing” and students’ marketing strategic thinking and decision-making skills will be enhanced by participation in marketing strategy simulations.

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**ELECTIVE COURSES****MSMK7011 Service Marketing and Management (6 credits)**

This course is designed to help students acquire the necessary knowledge and skills to achieve service excellence in an organization. The course materials are equally applicable to organizations in service industries (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage. It considers service excellence as a corporate strategic vision and views effective service strategy from an integrative perspective that covers customers, employees, and operations. The course covers: understanding and managing customer expectations and evaluations of services; designing services that meet or exceed customer expectations; delivering and performing quality services through people and operations; pricing of services; managing customer complaints and service recovery; and building and managing customer relationship. Students will also learn effective services marketing and management tools such as service audit through gap analysis, service quality survey, customer satisfaction survey, and service blueprinting.

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**MSMK7012 Global Technology and New Product Strategies (6 credits)**

The course is designed to cover global technological trends and how it affects new product strategies in firms. It enables participants to understand the variety of technologies (Nano, material science, digital, neural psychology, medical sciences etc.) and how they affect firm innovations (including disruptive, breakthrough, incremental, affordable and reverse innovation). Through firm case studies, participants should gain knowledge about complex issues involving technology development and management. It pinpoints how different types of firms (entrepreneur, SMEs and large corporation) can monitor and harvest these technology advances in their new product/service development. It covers market learning, R&D and marketing interface, unique characteristics of new service development (NSD) such as co-creation, product/service launch.

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**MSMK7013 Branding Strategy (6 credits)**

This course is aimed at bridging the academic world and the business world. Indeed, “branding” is an extensively researched topic and also a day-to-day management subject. Throughout the course, the concept of branding will be thoroughly examined in a holistic manner. The contemporary literatures on branding strategy will be frequently referenced, balanced by an interpretation of the instructor’s practical experience. Case studies from a global as well as Asian perspective will be cited in order to

provide students with relevant insights to brand management in their work place. This course combines the most critical theories as well as the most current marketing topics including “branding in the digital age” and “brand management during economic turmoil” and “CSR and sustainability”.

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#### **MSMK7014 China Marketing (6 credits)**

This course focuses on marketing strategies in the fastest growing market in the world, China. It covers a full range of topics including key market knowledge in China, including characteristics of consumers, city markets in China and unique marketing strategies for firms operating in China. It provides participants with a fundamental, current and multi-dimensional understanding of China so as inspire them and on insights and complexity in managing marketing in this vast and ever-changing marketplace. Substantial cases of marketing strategies adopted by international corporations in China will be thoroughly examined. Selective Chinese enterprises will be studied in the context as a market force that contributes to the intensity of the market competition of domestic enterprises or multinational corporations that have an interest to learn more about China and the China market.

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#### **MSMK7015 Advertising and Integrated Marketing Communication (6 credits)**

This course approaches the integrated marketing communication (IMC) as a cross-functional process for creating profitable relationships between customers and corporations. It focuses on how firms can strategically design and execute messages to consumers and general public. It also examines ways for firms to engage and encourage dialogues with consumers through different digital media. Participants will learn how best to integrate marketing communication elements (advertising, social media, public relations, sales promotion, event marketing, direct marketing, and selling) to enhance brand loyalty and advance firm successes. It will cover theoretical framework, firm practices as well as cases to help participants learn how to develop effective IMC plans.

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#### **MSMK7016 Global Marketing (6 credits)**

This course provides students with a systematic and step-by-step guide to the application of theoretical frameworks to the effective design and implementation of global marketing activities across national boundaries and within foreign countries. The course shows students how they can easily make use of publicly available databases to understand different markets in a global context. Without the requirement of any prior sophisticated knowledge in statistics, students will learn how they can gain deep insights into global marketing decision making through easy-to-implement data search and basic data analysis. Real-world marketing cases and examples will be discussed to help students understand how they can make theory-inspired and data-informed decisions regarding market selection and marketing mix design.

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#### **MSMK7017 Organizational Leadership (6 credits)**

The ability to manage people is a critical managerial skill. All managers have to manage people – they have to motivate and discipline followers, to maintain their commitment, and to coordinate them in a group setting. The core objective of this course is to expose students to major concepts and theories for understanding and managing human behavior in the workplace, which is important for both the short-term and long-term viability of any organization today. Upon finishing this course, you will gain a better understanding of how individuals, teams, and organizations function, and, more importantly, how to manage social relationships at work and motivate employees to dedicate full efforts to their jobs for reaching their personal and organizational goals.

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#### **MSMK7018 Selective Topic in Marketing Strategy (6 credits)**

The course is flexible in content that tailored to the expertise of visiting faculty members. It is designed to supplement gaps in knowledge in marketing strategies that students may have. It covers a range of potential topics that include pricing, distribution, retailing, brand acquisition and social issues in marketing. The pedagogy would be similar and at a high quality level commensurate of other electives in the programme. It covers the theory framework, best firm practices and failures, key topics of interest, social and ethical issues. Cases, cutting-edge knowledge and real-life examples will be used extensively.

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**MSMK7019 Entrepreneurial Marketing (6 credits)**

Entrepreneurship is both an exciting and a big topic. This course aims to provide an overview of the entrepreneurship process by focusing on new venture creation from idea generation, building compelling business model and entrepreneurial marketing. While traditional marketing is defined by customer orientation, entrepreneurial marketing is defined by customer development and innovation orientation. Students will learn how entrepreneurs should interact with potential customers with activities like designing minimum viable products and conducting customer development and validation process.

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**MSMK7020 International Study Field Trip (6 credits)**

This course is designed to provide students an opportunity to acquire first-hand knowledge of international marketing management. Experiential learning and knowledge exchange will be applied throughout the study field trip to develop students' understanding of international marketing environment in a different cultural context, help them construct a global perspective, provide them with the opportunity to analyse a business organization of their interest, and to apply and integrate the marketing concepts they have learnt during their studies in the programme. Firm visits and cultural related activities will be arranged during the study field trip to arouse students' awareness in cultural diversity and enhance their understanding of how culture can impact international marketing strategy.

*Note: This course is not open to candidates who have taken or are taking MACC7025, ECON6100, MFIN7057, PMGM7016 or MSBA7034.*

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**MSMK7021 Big Data Consumer Analytics (6 credits)**

Consumers leave a massive digital trail through mobile devices, social media, transactions, and information communication technologies (ICT). Companies and organizations in all industries face this plethora of consumer data and are looking to turn it into value through advertising and better products and services. This course looks to introduce students to the various methods and strategies to make sense of the data. We will cover topics including advance and Big Data predictive analytics, machine and deep learning, text mining and analysis, image and video analysis, and geospatial and mobility analytics. Students will have real hands-on practice exercises with these methods, learn how to generate insights from large and unstructured data, and build an understanding of its strategic relevance in creating sustainable competitive advantage. The course will also bridge these technical methods with social sciences and consumer behavior. We will cover a number of case studies, with an emphasis on Asia, in sundry industries including retailing and e-commerce, advertising, FinTech and retail financial sectors, telecommunication, and transportation and smart nations. Finally, we will discuss the interwoven dependencies on the legal frameworks with Big Data, including issues relating to privacy, regulations, rights, consumer reactions and adherence to data legislation in different markets.

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**MSMK7022 Technology Innovations in Retail Banking and Consumer Finance (6 credits)**

The FinTech movement is considerably changing the financial sector. In particular, there has been considerable disruptions in retail banking and consumer finance coming from technology companies, the "TechFins", and from traditional financial institutions, the "FinTech". These efforts have helped to give access to financial services in un- and under-banked consumers, provided novel products and services to mature markets, and helped build financial access across borders. This course looks at how technological advances and regulatory policies have created opportunities in different markets, with an emphasis in China, Asia, ASEAN, and the region. We will discuss how retail banking and consumer financial products and services including microfinance, peer-to-peer lending, crowd-funding, digital payments, digital banking, and insurance are being affected, and, at times, disrupted, by Big Data, AI, blockchains/cryptocurrencies, and smartphones. Furthermore, the course looks at how these omni-channel and technology-based approaches are fundamentally changing consumer behavior of banked, un-bankable, and under-banked consumers. We will also look at the direct and unexpected societal and economic impact of these innovations. Students will get hands-on experience with credit scoring using non-traditional data. Finally, teams will create their own blockchain of their own design.

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**MSMK7023 Customer Management (6 credits)**

The strategic management of customer relationships is a critical activity for all enterprises. In this course, an understanding of customer equity in various parts of the enterprise will lead to customer management strategy development incorporating elements of segmentation and differential marketing (data-driven marketing), key measurement areas such as churn rate, the use of customer satisfaction survey and Net Promoter Score (NPS), and determining Customer Lifetime Value (CLV). Further sessions will explore the profitability of customer retention, the effectiveness of win-back, and modern customer management methods and tools with the associated data privacy and security requirements. This course will also include the leadership elements required to develop an enterprise-wide customercentric approach to maximising customer value.

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**MSMK7024 ESG and Marketing for Social Impact (6 credits)**

More than ever, corporations are engaging the larger community with policies and procedures in pursuit of corporate social responsibility (CSR) and environmental, social and corporate governance (ESG). Using a case-based approach, this course will focus on the experiences of companies that have used such strategies successfully – and unsuccessfully. Students will analyse different models of social purpose, examine case studies to test assumptions and find the winning solutions for companies' various stakeholders. By studying the criteria and standards of evidence developed to measure the true social impact of an organization, they will identify the Sustainable Development Goals (SDGs) and Environmental Social and Governance Criteria (ESG) to accurately assess an organisation's inputs, outputs, and impact. Students completing this course will have a clearly defined understanding of purpose in an organization and how to contribute to successful implementation.

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**MSMK7025 Algorithms, Big Data and Online Marketplaces (6 credits)**

This course introduces the quantitative analysis of online marketplaces. Students will learn how to gather information from online marketplaces and how to analyze the data to generate managerial implications for platforms, sellers, consumers and public policymakers. The course covers a variety of topics for data collection and data analysis, including statistical and econometric analysis, programming, data visualization, data scraping, text analysis, and some machine learning algorithms. Students will also have the opportunity to analyze real datasets from online platforms to gain deeper insights of data analysis in the digital age. Students will use R and Tableau for the course.

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**MSMK7026 Digital Transformation for Marketing Organizations (6 credits)**

This course is designed to equip students with a thorough understanding of the major marketing and digital transformation frameworks / concepts, as well as how they can be applied practically to develop competitive marketing strategies and performance evaluation mechanism. We will build on the principles of marketing frameworks to examine the role of digital transformation as a strategic necessity. It provides a roadmap for transforming companies into infrastructures to link customers, partners and employees to create superior business value.

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**MSMK7027 International Business Environment (6 credits)**

This course examines the opportunities and challenges that contemporary managers confront when conducting business across national borders. It addresses the complex environment of international business with respect to economic, social, cultural, political, and legal institutions. Special attention will be given to examine how these institutions shape business operations in the global market. Throughout this course, we will also highlight some of the drivers of global macroeconomic development and its impact on international business.

*Note: This course is not open to candidates who have taken or are taking PMGM7015 and ECON6090.*

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**MSMK7028 Business Simulation (6 credits)**

This course introduces simulation models to analyse business processes and solve practical problems.



Students will gain basic knowledge such as Monte Carlo simulation and discrete event simulation first, and then be introduced to a simulation package that can be used to evaluate business process performance and, more importantly, facilitate decision making process.

*Note: This course is not open to candidates who have taken or are taking MSBA7014.*

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### **MSMK7029 Platform Business Models and the Sharing Economy (6 credits)**

This course focuses on marketing strategies and emerging issues in platform business models and the sharing economy. It covers the special features, pricing, customer acquisition and management, trust building, ecosystem and governance of such business models. The course also analyzes the business models of representative firms in several key sectors — lodging, ride-hailing, e-commerce, office sharing, and online travel — and the future trends of platform business models and the sharing economy. In addition to qualitative analysis, this course also discusses how data analytics are applied in these businesses and the special skills needed for such business models. This course combines lectures, HBS case studies, hands-on exercises, and student group project presentations.

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### **MSMK7030 Acting on Consumer Insights: Learning Through Case Analysis and Experiential Learning Projects (6 credits)**

Consumers do not always make rational and predictable decisions based on the information provided by firms and retailers. A deep understanding of consumer psychology will enable you to better predict consumers' behavior in the marketplace and also develop important skills to influence consumers and make effective business decisions. This course intends to provide hands-on experiences applying knowledge about consumer behavior to identify important problems in real business cases and practices, analyze available data, and provide insightful recommendations.

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### **MSMK7031 Pricing Strategies and Tactics (6 credits)**

Profitable pricing is one of the most critical, but often the least understood managerial decisions. Among all the marketing mix, pricing is the only element that produces revenue. Firms rely on pricing to harvest its effort to create value for consumers, yet managers often make mistakes in their pricing decisions. Oftentimes, pricing is too cost-oriented, unresponsive to market change, and inconsistent with the product position. This course covers both the economic theories of pricing and the analytical tools for formulating effective pricing strategies. The course also discusses both commonly used pricing tactics and some of the newest pricing practices. The course is highly applied and prepares students for pursuing a career in marketing, consulting, and finance.

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### **MSMK7032 Foundational Quantitative Skills in Marketing (6 credits)**

This course covers the most fundamental quantitative skills in marketing. It includes types of quantitative marketing data and appropriate models to analyze different types of data. It applies SAS and SQL programming languages to organize and analyze marketing data and to estimate marketing models. The course will cover models on major marketing decisions on whether to buy, what to buy, how much to buy, and when to buy, both at the aggregate and individual levels. Each model will be analyzed with real-world data together with real-world applications.

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## **ASSESSMENT**

Candidates shall be assessed for each of the courses for which they have registered, and assessment is normally conducted in the form of coursework assessment (50-100%) and examinations (0-50%), unless otherwise specified by the course instructor.