

COURSE DESCRIPTIONS 科目簡介

COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

MIB501 Consumer Behaviour (3 credits)

The purpose of this course is to examine the available theory and research concerning the psychology and decision making process of the consumer. We will take the perspective of a marketing manager who needs knowledge of consumer behaviour in order to develop, evaluate, and implement effective marketing strategies. Concepts and theories from the behavioural sciences will be examined.

MIB502 Applied Marketing Research (3 credits)

The purposes of marketing research are to better marketing phenomena and to support managerial decision making. In this course, students will be introduced to the different types of marketing research. The focus will be on 1) improving students' analytical and problem-solving skills, 2) introducing students to different stages of the marketing research process including problem definition, research design, data collection and analyses, and report writing, and 3) demonstrating the use of marketing research in informing managerial decision making.

MIB503 International Marketing Management (3 credits)

Drawing on students' existing understanding of the international environment and their basic knowledge of marketing management, this course provide students with the knowledge of the cultural issues relevant to the development of an organisation's international marketing planning; enable students to confidently analyse and solve culturally related marketing problems in order to facilitate the achievement of an organisation's international marketing objectives; and deepen students awareness and understanding of the cultural complexities associated with the international marketing of products and services.

MIB504 International Trade and Investment (3 credits)

This course is designed to introduce students to the global environment in which international firms operate and to initiate their understanding of how firms organise and compete in international markets. The 'context' section of the course therefore focuses on the economic, political and cultural and environments existing in international markets and examines the institutional setting of international trade and foreign direct investment. The 'management' section refers to how firms operate within the international context, examining the options that firms have for entering international markets and the choices that firms make with regard to their international organisation and strategy.

MIB505 Services Marketing and Customer Relationship Management (3 credits)

Services dominate the U.S. economy as well as much of the world economy. For this reason, service marketing is more critical than ever before. The theme of this course focuses on challenges of managing service brands and delivering quality service to customers across industry sectors. The course is designed and relevant not just for students with careers in services industries (e.g. banks, telecommunications, retailing, airlines, hotels, hospitals, education institutions, professional services, etc.) but also for all students, particularly those who intend to have careers in goods industries with high services components (e.g. business-to-business consulting, manufacturing and high-tech industries).

MIB506 Consulting Project (6 credits)

The purpose of consulting project is to prepare students with project management and client engagement skills in a real-world business setting. Under the supervision of their assigned project supervisors, students will normally work in a team of 5-7 members on an assigned client project to conduct marketing research and to address client's research question(s). The emphasis will be on applying marketing and/or international business theories, along with project management and data analysis skills, to the business problems and challenges raised by the clients.

MIB601 Innovation Management and Digital Transformation (from Term 2, 2023-24) / Innovation and New Product Development (Term 1 2023-24 or before) (3 credits)

To stay relevant in the global marketplace, organizations need to constantly evolve, using innovative tools to their advantage. The first part of the course provides students with an in-depth understanding of innovation management using a management framework, focusing on how to create value and growth through innovation in new and existing markets. Students will explore the concepts, methods and tools on how to organize and manage innovation process with the objective to be better control cost and risk and examine the process of developing new products and many of the new product management issues faced by companies. The most successful companies in the world are harnessing digital transformation to create radically new customer experiences, compelling products, services, and business ecosystems. A shift to digital innovation requires big changes in strategy, operations, and organization. The second part of the course covers digital transformation, in which students will explore the world of disruption, from what it is to how to harness new strategies of digital transformation. Plenty of case studies will be discussed to help students to better understand the successes and failures in innovation management and digital transformation, ultimately, to improve the chance of success. The course will be taught using interactive methods and techniques throughout. Students will experience these facilitation techniques while learning innovation. They will then learn and practice these techniques so that they can apply them routinely throughout their graduate experience and beyond.

MIB602 Integrated Marketing Communications (3 credits)

Consumers are the focus of marketing communication for products, services and ideas. Taking a consumer perspective, this course aims to equip students with a theoretical and practical appreciation of the role of integrated marketing communications (IMC) in today's business environment. Based on research evidence, students will identify issues related to consumers and media usage, and the roles of marketing communication on consumer behaviors.

MIB603 Business to Business Marketing (3 credits) (deleted from 2017-18)

This course enables students to understand specific issues and problems faced firms by having organisations as customers; get to know some tools and concepts with which firms analyse and answer to these challenges; acquire the capability to identify and analyse some underlying mechanisms of the challenges on business markets. The course will provide students with a comprehensive understanding of the buying process of business markets. Various concepts such as strategic alliance, networking, outsourcing, relationship marketing, business ethics and international business activities will be introduced.

MIB604 Sales and Retail Management (3 credits)

Organisations get in touch with customers through mainly the direct contacts by salespeople or the indirect contacts by marketing intermediaries such as retailers. This

course is to acquaint students with the knowledge of two important managerial areas in order to tackle the challenges of developing sustainable customer relationships: sales management and retail management. Sales management, the first component of this course, is to introduce to the students the principles, concepts and challenges in managing a team of salespeople. Key topics include the role of personal selling in managing buyer-seller relationship, types of sales organisation, and issues in recruitment, training, compensation, motivation and evaluation of sales performance. Retail management, the second component of this course, is to explore how retailers respond to the threats and opportunities in the fast changing retail environment. The topics to be examined include the nature and importance of retailing and the various retail institutions emerged today, developing a retail strategy through strategic planning, shopping attitudes and behavior, retail operations management and merchandise management. On completion of the course, students are expected to apply what they have learnt in the class to handle the business situations and problems encountered after graduation.

MIB605 E-Commerce and Social Media Marketing (3 credits)

The Internet has changed our lives and how people participate in business today. The popularity of online business, including online transaction and communication become an essential part for everyday consumption. In this course, we aim to introduce the practice of social media and its implications in e-commerce. We discuss not only the practical aspects of the online trend, but also related theories to explain the antecedents and consequences of social media. This course provides the knowledge and theories in this growing areas by illustrating topics such as E-commerce, E-marketing strategy, social media marketing strategy, social consumers in digital communities, and measuring the impact of social media marketing. The primary focus of the course is to understand how marketing activities can be implemented via Internet and social media to reach their target customers and strategic objectives.

MIB606 Financial Services Marketing (3 credits)

Given the financial-infrastructure linkages between Hong Kong and mainland China, the role of marketing financial services is strategically important to future growth. This course not only provides students with an appreciation of concepts and techniques of managerial marketing management, but also offers an overview of industry trends, market opportunities, strategic issues and management challenges critical to business performance. It ultimately aims to foster awareness that effective marketing in the sector will require marketers to go beyond the traditional marketing boundaries, understand the service-dominant marketing logic, and manage customers' service participation behaviour so as to co-create value. Furthermore, the value-oriented marketing approach will be adopted for this subject to supplementing the traditional marketing perspective. This allows students to better understand customers and service firms' service behavior and learn how to design a marketing mix to support the chosen marketing strategy that aims to integrate customers, suppliers, and other partners into the service firm's marketing process.

MIB607 Big Data Marketing (3 credits)

In the age of Big Data, marketing analytics increasingly plays an important role in business decision making. Big data marketing analytics improves the quality of marketing decision making by helping firms better understand their customers and competitors. This course introduces students to state-of-the-art big data and marketing analytics to generate business insights, demonstrates how to practically apply these analytical skills to real-world business decisions, and provides the skills needed to make intelligent use of marketing data in making recommendations about marketing strategies.

These skills are learned through a combination of lectures, assignments, in-class exercises, and project with real data.

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