

Module Synopses

Semester One

1. Marketing Management

Gives a broad overview of the marketing discipline to provide both marketing and non-marketing personnel with a better perspective of the marketing function and the marketing management process. Topics covered include the elements of the marketing mix, the marketing environment, market opportunity analysis, marketing information systems, target marketing and marketing management philosophies.

2. Selling and Sales Management

Introduces students to the principles of successful selling and effective sales management. Various methods of selling approach, presentation and closing techniques will be taught. Other topics include designing the sales organisation, sales forecasting, budgeting, management of sales territory, sales force compensation and appraisal systems.

3. Buyer Behaviour

Covers essential concepts of buying behaviour of individual consumers and institutional customers. Students will develop an understanding of consumer behaviour and its relationship to purchase decisions. Topics include consumers' decision-making, purchase processes and the basic factors which influence consumer behaviour. On institutional customers, areas covered are buying behaviour and industrial procurement and buyer-seller relationships.

Vacation Period

4. Social Media Marketing

Identifies the important new media trends to enable students to understand how companies are responding to the rapidly evolving digital world of user-generated content, consumer communities and other new forms of communications. It covers the best practices in social media marketing employed by leading marketers using the various Internet platforms for effective customer engagement to achieve marketing success.

Semester Two

5. Global Marketing Strategy

Enables students to acquire expertise in developing marketing strategies for international markets and thereby to extend their range of marketing understanding to deal with global marketing situations and the impact of international competitors in the domestic market. Topics include deciding which markets to enter, how firms enter foreign markets, formulation of international marketing strategies and implementation of international marketing programmes.

6. Services Marketing

Focuses on the marketing of intangible products by equipping students with an understanding of the services management for different types of business sectors. Topics include formulation of marketing strategies, management of customer mix and planning, and implementation of marketing efforts in the distinctive areas of services marketing.

7. Marketing Communications Strategy

Builds a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the integrated marketing communication process. It enables students to analyse the role which the major promotional tools plays in the communications process between the company and its markets. Issues relating to the optimum communications mix for a given company/product/market situation is also covered.