



FACULTY OF BUSINESS
BACHELOR OF BUSSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

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|-----------------------|-----------------------------|---------------|-----------------|
| Academic Year | 2023 - 2024 | Semester | 2 |
| Module Code | MRKT4150-421 | | |
| Learning Module | Selected Topic in Marketing | | |
| Pre-requisite(s) | Nil | | |
| Medium of Instruction | English | | |
| Credits | 3 | Contact Hours | 45 hrs |
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MODULE DESCRIPTION

This course provides a comprehensive examination of a particular issue in Marketing through case studies and literature reviews

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

| | |
|-----|---|
| M1. | Grasp of marketing theory with practicality by analyzing real-world examples of marketing case stories; |
| M2. | Expose to the actual working of business and other organizations in the real world through an in-depth study process of marketing-related case studies; |
| M3. | Develop the problem solving and critical thinking skills through the case-study methods learning processes such as symptom and problem identification, situational analysis, solution generation and evaluation, and decision making; |
| M4. | Understand and deal with the different viewpoints and perspectives from both of the inter-group and intra-team so as to improve their communication and interpersonal skills. |
| M5. | Enhance their marketing knowledge by reviewing the selected academic marketing-related literature. |

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

| PILO | M1 | M2 | M3 | M4 | M5 |
|--|----|----|----|----|----|
| 1. Explain the core concepts, values and skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment. | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2. Apply appropriate tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions. | ✓ | ✓ | | | |



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| 3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life. | | | | | ✓ |
| 4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals. | ✓ | | ✓ | | |
| 5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices. | | ✓ | | | |
| 6. Effective communication skills - Students are able to communicate and present ideas effectively. | ✓ | | ✓ | | |
| 7. Critical thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving. | | | ✓ | ✓ | |
| 8. Intercultural competence - Students are competent to associate in a diversified social and global community. | | | | ✓ | ✓ |

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

In order to achieve the subject objective of stated in the Course Description i.e. *"providing a comprehensive examination of a particular issue in Marketing through case studies and literature reviews"*, the core of teaching of the subject will be a "case-study-driven" approach being conventionally called *"Case-Study Methods"*. The approach pinpoints on specific cases from several important sub-disciplines of marketing and let students learn by going through the case-study methods process of 1) gaining familiarity with the case situation; 2) recognizing the symptoms; 3) identifying goals; 4) conducting the analysis; 5) making the diagnosis; 6) preparing the report. This helps students applying the theories and concepts that they have learned. Review, discussion and analysis of academic marketing-related literature will also be taken into the learning element of the contents.

| Weeks | Contents ¹ | Duration |
|-------|--|----------|
| 1. | Introduction of Selected Topics of Marketing | 3 hrs |
| 2. | Short Case-Study and Discussion | 3 hrs |
| 3. | Short Case-Study and Discussion | 3 hrs |
| 4. | Short Case-Study and Discussion | 3 hrs |
| 5. | Long Case-Study and Discussion | 3 hrs |
| 6. | Long Case-Study and Discussion | 3 hrs |
| 7. | Long Case-Study and Discussion | 3 hrs |
| 8. | Long Case-Study and Discussion | 3 hrs |
| 9. | Long Case-Study and Discussion | 3 hrs |
| 10. | Long Case-Study and Discussion | 3 hrs |
| 11. | Long Case-Study and Discussion | 3 hrs |
| 12. | Long Case-Study and Discussion | 3 hrs |
| 13. | Literature Review Study and Discussion | 3 hrs |

¹ Contents will be on the topics of Marketing Strategy, Consumer Behaviour, Global Marketing, Advertising and Retailing and etc.)



| | | |
|-----|--|-------|
| 14. | Literature Review Study and Discussion | 3 hrs |
| 15. | Revision | 3 hrs |

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

| Teaching and Learning Activities | M1 | M2 | M3 | M4 | M5 |
|----------------------------------|----|----|----|----|----|
| T1. See below | ✓ | ✓ | ✓ | ✓ | ✓ |

The *Case-Study Method* is an active learning method requires students' in-class participation and involvement and therefore the teaching approach will mainly be a classroom case-oriented interactive group presentation and discussion. Students will be distributed and required to preview some specific marketing-related long cases in the above stated sub-disciplines. Students are expected to attend the class on a regular basis, complete all readings, and actively participate in class discussions. The subject instructor will act as a "facilitator" in providing an overview of key points and issues for each selected topic. Every student is expected to make efforts to be an active participant and learner throughout the course. Grade on class participation is to be earned by consistent contribution to class discussion, participation and presentation. Each student must present cases analysis and is required to submit report for evaluation.

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

| Contents | Percentage |
|---------------------------|------------|
| Short Case-Study | 24% |
| Long Case-Study | 54% |
| Literature Review Study | 8% |
| Literature Review Writing | 14% |
| Total: | 100% |

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



MARKING SCHEME

| Letter Grade | Low | High | Description |
|--------------|-----|-------|--|
| A | 93 | 100 | Excellent. Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction. |
| A- | 88 | 92.99 | |
| B+ | 83 | 87.99 | Very good. Above average performance with full knowledge of theories and principles with no serious deficiencies. |
| B | 78 | 82.99 | |
| B- | 73 | 77.99 | |
| C+ | 68 | 72.99 | Satisfactory. Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements. |
| C | 63 | 67.99 | |
| C- | 58 | 62.99 | Pass. Some understanding of concepts and theories but with definite deficiencies. |
| D+ | 53 | 57.99 | |
| D | 50 | 52.99 | Minimum Pass. Marginal performance to meet minimum course requirement but with major deficiencies. |
| F | 0 | 49.99 | Unsatisfactory. Fail. Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements. |

REQUIRED READINGS

Textbook

There is no specific book for this course. Selected topics in Marketing-related cases and literature will serve as the main tools of knowledge delivery of the subject.

REFERENCES

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.