

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2020/21**

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**Part I Course Overview**

**Course Title:** Innovations in Marketing

**Course Code:** FB6893

**Course Duration:** 4 weeks (Intensive study): Pre-class online study (40 hrs) +  
Intensive class meeting (40 hrs in 5 days) + Out-of-the-class work (80 hrs)

**Credit Units:** 4

**Level:** P6

**Proposed Area:**  Arts and Humanities  
*(for GE courses only)*  Study of Societies, Social and Business Organisations  
 Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:** Nil  
*(Course Code and Title)*

**Precursors:** Nil  
*(Course Code and Title)*

**Equivalent Courses:** Nil  
*(Course Code and Title)*

**Exclusive Courses:** Nil  
*(Course Code and Title)*

## Part II Course Details

### 1. Abstract

*(A 150-word description about the course)*

This course aims to equip students with the ability to analyse various practices for product and services innovation, to evaluate latest innovations in B2C and B2B marketing, and to create marketing strategies to penetrate into emerging economies.

### 2. Course Intended Learning Outcomes (CILOs)

*(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)*

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyse various practices for product and services innovation		✓	✓	✓
2.	Evaluate latest innovations in B2C and B2B marketing		✓	✓	✓
3.	Create marketing strategies to penetrate into emerging economies.		✓	✓	✓
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1	Pre-class Online Study	✓	✓	✓	
2	Seminars	✓	✓	✓	
3	Expert Sharing	✓	✓	✓	
4	Group and Individual Projects	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: <b><u>100%</u></b>					
Individual Project/Assignment	✓	✓	✓	50%	
Group Project/ Assignment	✓	✓	✓	50%	
Examination: ___ (duration: _____, if applicable)					

\* The weightings should add up to 100%.

100%
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## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Individual Project/ Assignment  Group Project/ Assignment	Integration and application of knowledge to formulate strategic plans and provide solutions to simulate real business situations.	Demonstrate well-thought strategic thinking in formulating plans and providing solutions.	Demonstrate slightly well-thought strategic thinking in formulating plans and providing solutions.	Demonstrate some degree of strategic thinking in formulating plans and providing solutions.	Demonstrate a small degree of strategic thinking in formulating plans and providing solutions.	Demonstrate no strategic thinking in formulating plans and providing solutions.

## **Part III Other Information** (more details can be provided separately in the teaching plan)

### **1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

- Design Thinking
- Product Innovation
- Services Innovation
- Digital Marketing and Big Data Analysis
- Innovations in B2B Marketing
- Marketing Innovations in Selected Business Sectors
- Marketing Innovations in Emerging Markets
- Contemporary Issues on Marketing Strategies

### **2. Reading List**

#### **2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

#### **2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

- Kotler, Kartajaya & Setiawan (2016) *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Candelo (2019) *Marketing Innovations in the Automotive Industry: Meeting the Challenges of the Digital Age*. Springer.
- Toivonen (Ed.) (2016) *Service Innovation: Novel Ways of Creating Value in Actor Systems*. Springer.
- Jin & Cedrola (2020) *Process Innovation in the Global Fashion Industry*. Springer.
- Sigala, Rahimi & Thelwall (Eds.) (2019) *Big Data and Innovation in Tourism, Travel, and Hospitality: Managerial Approaches, Techniques, and Applications*. Springer.
- Lewrick, Link & Leifer (2018) *The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems*. Wiley.
- Schaffmeister (2015) *Brand Building and Marketing in Key Emerging Markets: A Practitioner's Guide to Successful Brand Growth in China, India, Russia and Brazil*. Springer.
- Adhikari (Ed.) (2018) *Strategic Marketing Issues in Emerging Markets*. Springer.
- *Industrial Marketing Management: The International Journal of Marketing for Industrial and High-Tech Firms*. Science Direct (various issues).
- Williams (2010) *Positioning for Professionals: How Professional Knowledge Firms Can Differentiate Their Way to Success*. Wiley.
- Golden & Marcus (2010) *Social Media Strategies for Professionals and Their Firms: The Guide to Establishing Credibility and Accelerating Relationships*. Wiley.