



## Curriculum Outline

### Strategic Marketing and Advertising

19 Mar 2019 – 31 May 2019

#### Course Description

This course is specially designed to provide students with a vocation-oriented, broad-based education in Marketing and Advertising. It aims to help students master the basic concepts and practices of modern marketing in a practical way. Case studies and group project will be used to achieve this objective.

#### Course Objective

- To provide students with the practical knowledge and understanding of key marketing concepts, events management, advertising or management theories and skills which they can apply in the workplace.
- To develop students' ability to identify trends, understand consumer behaviour and create attention-grabbing campaigns.
- To aim at occupation within the Advertising or Marketing industry.

#### Learning Outcomes

The following knowledge and skills will be acquired by the end of the course

Knowledge: Students will have knowledge of...	Skills: Students will be able to...
<ul style="list-style-type: none"><li>• fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions</li><li>• the importance and nature of advertisement, marketing strategies and marketing communications</li><li>• basic advertising theory, strategy and execution</li></ul>	<ul style="list-style-type: none"><li>• develop the ability to apply marketing techniques at strategic levels to meet business objectives</li><li>• illustrate advertising strategies using various creative appeals</li><li>• develop an advertising plan and present and defend it persuasively</li></ul>



## Assessment

	50-59% (Level 1)	60-69% (Level 2)	70-79% (Level 3)	80+% (Level 4)
<b>Knowledge and Understanding</b>				
	The student...			
<b>Knowledge of key concepts, principles and theories</b>	demonstrates limited knowledge of key concepts, principles and theories	demonstrates some knowledge of key concepts, principles and theories	demonstrates considerable knowledge of key concepts, principles and theories	demonstrates thorough knowledge of key concepts, principles and theories
<b>Understanding of key concepts, principles and theories</b>	demonstrates limited understanding of key concepts, principles and theories	demonstrates some understanding of key concepts, principles and theories	demonstrates considerable understanding of key concepts, principles and theories	demonstrates thorough understanding of key concepts, principles and theories
<b>Thinking</b>				
	The student...			
<b>Use of planning skills (e.g., identifying the problem, selecting strategies and resources, scheduling)</b>	uses planning skills with limited effectiveness	uses planning skills with some effectiveness	uses planning skills with considerable effectiveness	uses planning skills with a high degree of effectiveness
<b>Use of processing skills (e.g., analysing and interpreting information, reasoning, generating and</b>	uses processing skills with limited effectiveness	uses processing skills with some effectiveness	uses processing skills with considerable effectiveness	uses processing skills with a high degree of effectiveness



<b>evaluating solutions, forming conclusions)</b>				
<b>Use of critical/creative thinking processes (e.g., problem-solving, design, and decision-making processes)</b>	uses critical/creative thinking processes with limited effectiveness	uses critical/creative thinking processes with some effectiveness	uses critical/creative thinking processes with considerable effectiveness	uses critical/creative thinking processes with a high degree of effectiveness
<b>Communication</b>				
	The student...			
<b>Expression and organization of ideas and information (e.g., clear expression, logical organization) in visual and written forms</b>	expresses and organizes ideas and information with limited effectiveness	expresses and organizes ideas and information with some effectiveness	expresses and organizes ideas and information with considerable effectiveness	expresses and organizes ideas and information with a high degree of effectiveness
<b>Presentation and communication of marketing information in oral and electronic format.</b>	marginally presents and communicate marketing information in oral and electronic format (with major areas need improvement)	presents and communicate marketing information acceptably in oral and electronic format (with some areas need improvement)	presents and communicate marketing information effectively in oral and electronic format	presents and communicate marketing information effectively and excellently in oral and electronic format
<b>Application</b>				
	The student...			

# RUBBERBOY

<p><b>Application of knowledge and skills (e.g., concepts, processes, use of equipment and technology) in familiar contexts</b></p>	<p>applies knowledge and skills in familiar contexts with limited effectiveness</p>	<p>applies knowledge and skills in familiar contexts with some effectiveness</p>	<p>applies knowledge and skills in familiar contexts with considerable effectiveness</p>	<p>applies knowledge and skills in familiar contexts with a high degree of effectiveness</p>
<p><b>Ability to apply marketing principles and develop effective marketing programs to tackle current marketing problems and issues</b></p>	<p>demonstrates marginal ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues</p>	<p>demonstrates acceptable ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues</p>	<p>demonstrates good ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues</p>	<p>demonstrates excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues</p>