

# BSc (Hons) Marketing Management (P/T) - LM322E

## 1. Objectives

The evolution of contemporary business has resulted in a new marketing perspective to address consumer needs and demands. This new programme will prepare the students as marketers for leadership roles within their field of specialisation whether they wish to work as consultants for a marketing firm, enter into brand management or any other marketing function. Moreover, students will be also trained in critical marketing concepts and how to employ these marketing strategies for greater sustainable competitive advantage. In this respect, this enriching course provides an opportunity to develop both skills and specialist knowledge of use in starting a marketing career. A variety of teaching methods give the students experience of the situations they are likely to meet in marketing roles. The overall approach is geared to producing motivated, independent learners, who can tackle a wide variety of marketing problems.

The programme will thus increase and broaden the skills base of students and enhance their ability to think laterally, research, problem-solve, be proactive, apply new ideas, think strategically and increase their marketing competence. Therefore, the objectives of the Marketing Management Programme are to:

- impart a solid foundation in the application of fresh marketing strategies and cutting-edge marketing concepts that will help the business enterprise in achieving a customer centric business model
- prepare students to fulfill managerial roles and responsibilities in the marketing department in both public and private organizations.
- foster the spirit of flexibility, creativity, entrepreneurship, innovation and ethical practices required to address the marketing challenges presented by a rapidly changing business environment
- prepare the students to develop strong analytical skills that will enable them to identify and assess strategic marketing opportunities as well as enable the business enterprise to gain sustainable competitive edge.

## 2. General Entry Requirements

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

## 3. Programme Requirements

Credit in five (5) subjects at 'O' Level including Mathematics.  
2 GCE 'A' Level passes.

## 4. Programme Duration

	Normal (Years)	Maximum (Years)
Degree:	4	7

## 5. Credits per Year

Minimum 6 credits, Maximum 42 credits subject to Regulation 4.

## 6. Minimum Credits Required for Award of Degree: 99

Degree	Minimum Credits for Core Modules	Minimum Credits for Electives	Dissertation	Total
4-7 Years	81	12	6	99

## 7. Assessment

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-hour (for a semester module) or 3-hour (for a yearly module) duration as specified and continuous assessment carrying a range of 20% to 30% of total marks. Continuous assessment will be based on two (2) assignments/class tests and should include at least one class test per module per year.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum thresholds within the individual continuous assessment and written examination.

Most modules in the structure are **yearly modules** which are taught over a period of two semesters and examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of a duration of 3 hours for a yearly module of 6 credits.

Some modules in the structure are run over 15 weeks and carry 3 credits. The assessment of such modules will consist of continuous assessment and an examination of a duration of 2 hrs at the end of the semester in which the module is run.

### Dissertation

The dissertation is completed over two semesters under the guidance of a supervisor after the taught modules are completed. MGT 2081Y(3) Marketing Research Methods are integral programme components and lead students into their individual research.

**Submission Deadline** for dissertation:

**Final copy:** End Last working day of March in the final year of the programme.

## 8. List of Modules

### CORE MODULES

Code	Module Name	Hrs/Wk L+P	Credits
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
DFA 1133(1)	Introductory Accounting and Finance for Marketers	3+0	3
MGT 1071(1)	Marketing Principles	3+0	3
CSE 1010e (1)	Introduction to Information Technology	O.E.	3
MGT 1226 (1)	Economics for Managers	3+0	3
MGT 2268(3)	Business Communications & Effective Negotiation	3+0	3

MGT 1235(1)	Managing People in Organisations	3+0	3
STATS 1103(1)	Statistics for Managers	3+0	3
LAWS 3113 (5)	Laws Relating to Marketing	3+0	3
MGT 2258Y(3)	Marketing Concepts and Practice	3+0	6
MGT 2081Y(3)	Marketing Research Methods	3+0	6
MGT 2065Y(3)	Buyer Behaviour	3+0	6
MGT 2077(3)	Marketing Ethics and Corporate Social Responsibility	3+0	3
MGT 2257(3)	Professional Sales Management	3+0	3
MGT 2082Y(3)	Service Quality Management	3+0	6
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 3235(3)	Contemporary Issues in Marketing	3+0	3
MGT 2152(3)	International Marketing Management	3+0	3
MGT 3146(3)	Customer Relationship Management and Applications	3+0	3
MGT 3000Y(5)	Dissertation	-	6

### **ELECTIVE MODULES**

MGT 2002Y(3)	Marketing Communications and Public Relations	3+0	6
MGT 2083Y(3)	Brand Management	3+0	6
MGT 2259Y(3)	Retail Marketing and Supply Chain Management	3+0	6
MGT 3237Y(5)	Internet Marketing and Online Customer Experiences	3+0	6
MGT 3236Y(5)	Event and Entertainment Marketing	3+0	6
MGT 3238Y(5)	Sustainable Marketing: Green and Social Marketing	3+0	6
DFA 3021Y(5)	Financial Management and Control	3+0	6

## **9. Termination of Registration**

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained.

Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if

- (i) the CPA < 40 at the end of an academic year and the student has already repeated one year of study; or
- (ii) the maximum duration allowed for completion of the Programme of Studies has been exceeded.

**10. Programme Plan - BSc (Hons) Marketing Management**  
**YEAR 1**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 1067Y(1)	Principles and Practice of Management	3+0	6
DFA 1133 (1)	Introductory Accounting and Finance for Marketers*	3+0	3
MGT 1071(1)	Marketing Principles*	3+0	3
CSE 1010e(1)	Introduction to Information Technology*	O.E.	3
MGT 1226(1)	Economics for Managers**	3+0	3
MGT 2268(1)	Business Communications& Effective Negotiation**	3+0	3
STATS 1103(1)	Statistics for Managers	3+0	3

**YEAR 2**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 1235(1)	Managing People in Organisations*	3+0	3
MGT 2077(3)	Marketing Ethics and Corporate Social Responsibility*	3+0	3
MGT 2257(3)	Professional Sales Management **	3+0	3
MGT 2065Y(3)	Buyer Behaviour	3+0	6
MGT 2258Y(3)	Marketing Concepts and Practice	3+0	6

**YEAR 3**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 3146(3)	Customer Relationship Management and Applications*	3+0	3
LAWS 3113(5)	Laws Relating to Marketing*	3+0	3
MGT 2081Y(3)	Marketing Research Methods	3+0	6
MGT 2082Y(3)	Service Quality Management	3+0	6
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
<b>ELECTIVES</b>			
<b>CHOOSE ONE FROM</b>			
MGT 2002Y(3)	Marketing Communications and Public Relations	3+0	6
MGT 2083Y(3)	Brand Management	3+0	6
MGT 2259(3)	Retail Marketing and Supply Chain Management	3+0	6

**YEAR 4**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT 2152(3 )	International Marketing Management*	3+0	3
MGT 3235(5)	Contemporary Issues in Marketing**	3+0	3
MGT 3000Y(5)	Dissertation	-	6
<b>ELECTIVES</b>			
<b>CHOOSE ONE FROM</b>			
DFA 3021Y(5)	Financial Management and Control	3+0	6
MGT 3236Y (5)	Event and Entertainment Marketing	3+0	6
MGT 3237Y(5)	Internet Marketing and Online Customer Experiences	3+0	6
MGT 3238 (5)	Sustainable Marketing: Green and Social Marketing	3+0	6

**Modules carrying asterisk(s):**

\* These are 3-credit modules, which will be run and examined at the end of the **first** semester.

\*\*These are 3-credit modules, which will be run and examined at the end of the **second** semester.

All 3-credit modules are run over 15 weeks and exams are scheduled at the end of the semester in which the module is run.

*October 2013*