

DBA8004 Emerging Issues in Marketing Management and Research

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

This module aims to provide an in-depth understanding of emerging issues and current development in marketing theories and research from both academic and practitioner perspective. In addition, it will develop students' critical thinking skills in evaluating and integrating findings from the marketing literature review to identify potential gaps for research and defend scholarly thoughts and define and propose the research and professionally present it.

LEARNING OUTCOMES

- Critically assess emerging trends in marketing and generate potential gaps for further research.
- Interpret complex marketing issues and entrepreneurial strategies using relevant theories, concept, analytical and modelling framework.
- Design and present conceptual framework to address real-life marketing problems and gaps which require ethical, social and cultural consideration.

TOPICS

Topic 1	Emerging Global Marketing Trends – Future of Marketing
Topic 2	Marketing Research (problem identification, literature review and research design)
Topic 3	Marketing Management (Positioning, Segmentation and Targeting)
Topic 4	Consumer Behavior
Topic 5	Branding and Marketing Communication
Topic 6	Digital and Social Media Marketing
Topic 7	Retail Marketing
Topic 8	Marketing Decision Analysis

ASSESSMENT DETAILS

Continuous Assessment	%
Written Assignment	30
Oral Presentation	20
Online Forum	10
Final Assessment	%
Written Assignment/Examination	40

PRESCRIBED TEXT

Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. (2nd ed.). London, Kogan Page Ltd.

Solomon, M. (2020). Consumer Behavior: Buying, having, Being (13th ed.). Pearson.

Belch, G. and Belch, M. (2020). Advertising and promotion: An integrated marketing perspective. McGraw Hill.

Ang, L. (2019). Principles of integrated marketing communication. Cambridge University Press.