

HONG KONG IGDS 2009
The Hong Kong Polytechnic University
Timetable for the Module
"Strategic Marketing"

Weekend Mode 1

Date/Time	8:30am - 10:00am	10:15am - 11:45am	1:00pm - 2:30pm	2:45pm - 4:15pm	4:30pm - 6:00pm	6:15pm - 7:45pm	
Saturday 4 July Venue: R601	Introduction AY	Concepts & Philosophy AY	Marketing Environment * AY	Product * SK	Price * SK	Place and Promotion * SK	
Sunday 5 July Venue: R601	4P's Exercise * AY	Marketing Strategy AY	Sales Management AY	Consumer Behaviour and Industrial Marketing EC	Marketing Research EC	Marketing the Professional Services IL	
Date/Time						6:30pm - 8:00pm	8:15pm - 9:45pm
Friday 10 July Venue: R601						Multi Electronic Case Study * AY	
Date/Time	8:30am - 10:00am	10:15am - 11:45am	1:00pm - 2:30pm	2:45pm - 4:15pm	4:30pm - 6:00pm	6:15pm - 7:45pm	
Saturday 11 July Venue: R601	International Marketing RL	Marketing in China RL	E-Marketing EC	International Marketing Case Study * AY	Marketing into Future AY	Marketing Game Briefing * AY	
Sunday 12 July Venue: R601	Marketing Game * AY / CYH				Marketing Game Review * AY / CYH	Module Review * AY / CYH	

Key to Speaker: AY - Mr. Andy Young, University of Warwick (UK Module Tutor)
 CYH - Mr. CY Hung, The HK Polytechnic University (Module Co-ordinator)
 SK - Dr. Stella Kwan (Guest Speaker)
 EC - Dr. Eric Chu (Guest Speaker)
 IL - Ms. Ivy Leung (Guest Speaker)
 RL - Dr. Rudi Law (Guest Speaker)

Syndicate Rooms: * R603, R608, R609 & R610

Updated on 26 June 2009