

MKT2401B ASIAN MARKETS AND MARKETING MANAGEMENT

AY2017/2018 Semester 2

Instructor: Lai Wai Kit
Department: Department of Marketing
Office: BIZ2, #03-45
Email: bsplwk@nus.edu.sg

“The way to get started is to quit talking and begin doing” – Walt Disney

NOTE: The class schedule is tentative and the topics, readings, and assignments may change depending on the schedules of guest lecturers, current events and other things. If the syllabus changes, I will notify registered students and will post an updated syllabus on IVLE.

COURSE DESCRIPTION

One of the shortest definitions of marketing is “meeting needs profitably” – and in this century, firms have been challenged to prosper and even survive in the new realities. In the last two decades, we have seen some corporate giants disappear, and unicorn start-ups take over the world. A lot of it comes down to good marketing.

Asian perspectives to marketing are increasingly important. As revenues stagnate in developed markets, firms look to new regions of growth – and the developing markets of Asia beckon. However, marketing in Asia adds complexity because the influence of Asian culture unlocks different perspectives which does not allow for a plug-and-play approach.

Course objectives as follows:

- Discern primary and changing perspectives affecting marketing in Asian markets
- Apply marketing management to strategy and growth
- Develop good critical thinking and presentation skills

COURSE FORMAT

The best way to achieve the objectives laid out above is through case studies and actual business settings. In practice, we will work through video presentations and case discussions, at times with guest speakers. There will also be a mid-term assignment based on companies with real-time industry issues. This will allow you to deep dive into real-world problem solving in a safe environment.

You will be assessed both on individual as well as group work:

- In-class participation (individual): 20%
- In-class activities and presentations (individual/group): 20%
- Case presentation (group): 30%
- Mid-term assignment (individual): 30%

TENTATIVE COURSE OUTLINE

Session	Date	Topic	Milestones
1	15 Jan	Marketing Concepts - Revisited	Prep work: N/A
2	22 Jan	Marketing and Growth Strategy	In-Class Group Activity – SWOT
3	29 Jan	Market Research	In-Class Group Activity – Market Research Guest speaker: Unilever/BCG
4	5 Feb	Brand Equity, Creating Customer Value and Loyalty	In-Class Group Activity – Aviation Case Studies
5	12 Feb	Competitive Landscape	In-Class Group Activity – Art of War
6	19 Feb	Services Marketing and New Realities	In-Class Group Activity – Jewellery 2.0 Guest speaker: GS banker turned serial entrepreneur
7 ¹	17-Mar (Sat)	Personal Communications: Direct and Database Marketing	Company Visit
8-9 ²	24-Mar (Sat)	Digital Communications: Online, Social Media and Mobile	Guest speaker: The New Savvy Guest speaker: Really Good Goods (TBC) Mid-Term Assignment
10 ³	26 Mar	Connecting with Customers: Consumer vs. Business Marketing	Group Case Presentation #1
11 ³	02 Apr	Shaping Your Offering: Product Strategy	Group Case Presentation #2
12 ³	09 Apr	Shaping Your Offering: Pricing Strategy	Group Case Presentation #3
13	16 Apr	Introducing New Market Offerings	In-Class Individual Activity – New Business Ideas Guest speaker: Google (TBC)

Note¹: Our company visit is to a leading financial advisory in Singapore: Finexis. There, we will learn about personal communications and meet with the senior leadership of Finexis to understand how it leverages direct and database marketing, and personal selling. Our visit will take place in the morning of 17-Mar (Sat)

Note²: As part of the lesson on digital communications, we will hear from the founder and CEO of The New Savvy – a financial, investments & career platform for women in Asia. The lesson will be followed by our individual assignment. This 2-part extended class will take place on 24-Mar (Sat) and span 4-5 hours incl. lunch break (1-hour class; 1-hour guest speaker; 2+ hours assignment)

Note³: Each group will take turns to present on their cases at Classes 10-12. These cases will be distributed on Class 6 and is due before Class 7 (i.e. you will have 1 month to work on them)

RECOMMENDED TEXTBOOK

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Chin Tiong Tan, and Siew Meng Leong, Marketing Management: An Asian Perspective (Seventh Edition), Published by Pearson Education Limited 2018

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity and honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else's work or ideas and passing them off as one's own”. The University and School will not condone plagiarism. Students should adopt this rule – you have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online module on plagiarism

<http://emodule.nus.edu.sg/ac>

“The painter, sculptor, writer, and musician are protected by law. So are inventors. But the chef has absolutely no redress for plagiarism on his work; on the contrary, the more the latter is liked and appreciated, the more will people clamour for his recipes” – Auguste Escoffier

If you feel the need to copy paste, tell me and I'll send you my mother's recipe for Hainanese Chicken Rice.