

MKT3401/MKT3701 Marketing Strategy: Analysis & Practice

AY2020/2021 Semester 1

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

NOTE: The class schedule is tentative and may change depending on the schedules of guest lecturers, current events and other things. Please also note format of classes updated based on latest covid guidelines at point of writing. If the schedule/class format changes, I will notify registered students via email.

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. 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.

In the next few weeks, we will learn about the different frameworks to marketing strategy, brought to life by in-class case studies of companies which have “been-there-done-that”. The later part of this course also provides several opportunities for us to get into analysis and practice – so we can draw upon these “toolkits” when tasked with marketing strategy formulation down the road.

COURSE FORMAT

The best way to achieve the objectives laid out above is through case studies and actual business settings. We will work through case discussions and dialogues with guest speakers. There will also be a real “live” case problem to solve. 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:

Components	Weight
In-class attendance/activity (individual)	15%
Case reflections (individual) – discussed in classes 3 and 4	20%
Group project (group) – presented in classes 10 and 11	30%
End-of-term case (group) – conducted in class 12	20%
Peer evaluation (individual) – conducted in class 13	15%

TENTATIVE COURSE OUTLINE

Class ¹	Date	Topic	Milestones
1 (Z)	Week 1 10 to 14 Aug	- Marketing Strategy: Basics Revisited	Optional Pre-reading – Creating Blue Oceans, by W. Chan Kim and Renée Mauborgne
2 (F)	Week 2 17 to 21 Aug	- Marketing Strategy: Competing Globally	Guest speaker (TBC): Growing an EduTech venture in a fast-growing SEA market Optional Pre-reading – Competing Globally, by Juan Alcacer
3 (Z)	Week 3 24 to 28 Aug	- Marketing Strategy: Competitive Advantage	Pre-reading (case) – Banyan Tree Resorts and Hotels
4 (F)	Week 4 31 Aug to 4 Sep	- Marketing Strategy: International Growth Strategy	Pre-reading (case) – Carrefour in Asia Case reflections (individual)
5 (F)	Week 5 7 to 11 Sep	- Marketing Strategy: Services and Comms	Optional Pre-reading – Marketing Communications, by Jill A. and Thales S. T.
6 (Z)	Week 6 14 to 18 Sep	- Marketing Strategy: Strategy Execution	Optional Pre-reading – Leading Change, by John P. K.
7 (Z)	Week 7 28 Sep to 2 Oct	- Analysis & Practice: Pyramid thinking	In-class activity – Art of MECE analysis
8 (F)	Week 8 5 to 9 Oct	- Analysis & Practice: Syncing strategy with numbers	Optional Pre-reading – Acquiring First Thousand Customers, by Thales S. T. and Morgan B. In-class activity – Value creation model
9 (F)	Week 9 12 to 16 Oct	- Analysis & Practice: Benchmarks – application and uses	Pre-reading – Balanced Scorecard Report, by Anne Field In-class activity – Drawing apples to apples
10 (F)	Week 10 19 to 23 Oct	- Project presentation	Project presentation (group)
11 (F)	Week 11 26 to 30 Oct	- Project presentation	Project presentation (group)
12 (Z)	Week 12 7 Nov	- Module assessment	End-of-term case (group) – will be a Saturday combined class
13 (Z)	Week 13 9 to 13 Nov	- Module recap - Peer evaluation	Optional Video – How Will You Measure Your Life, by Clay Christensen

¹ Note: Format of class denoted by (Z) – zoom-based, or (F) – face to face. All face to face lessons will continue to be available on Zoom

CLASS LOGISTICS

Class ¹	Date	Class Type	Group A – Thursdays	Group B – Fridays
1 (Z)	Week 1	Zoom only	13 Aug, 0830 to 1130 Meeting ID: 94738936743 Meeting Password: 818316	14 Aug, 0830 to 1130 Meeting ID: 92817758447 Meeting Password: 115956
2 (F)	Week 2 17 to 21 Aug	Face to Face (LT16) Optional zoom	20 Aug, 0830 to 1130 Meeting ID: 91363383646 Meeting Password: 217062	21 Aug, 0830 to 1130 Meeting ID: 95590683535 Meeting Password: 611317
3 (Z)	Week 3 24 to 28 Aug	Zoom only	27 Aug, 0830 to 1130 Meeting ID: 98794595702 Meeting Password: 647278	28 Aug, 0830 to 1130 Meeting ID: 93215802132 Meeting Password: 369913
4 (F)	Week 4 31 Aug to 4 Sep	Face to Face (LT16) Optional zoom	3 Sep, 0830 to 1130 Meeting ID: 93448318158 Meeting Password: 612928	4 Sep, 0830 to 1130 Meeting ID: 91592274954 Meeting Password: 942522
5 (F)	Week 5 7 to 11 Sep	Face to Face (LT16) Optional zoom	10 Sep, 0830 to 1130 Meeting ID: 95872706444 Meeting Password: 183018	11 Sep, 0830 to 1130 Meeting ID: 93059575095 Meeting Password: 569948
6 (Z)	Week 6 14 to 18 Sep	Zoom only	17 Sep, 0830 to 1130 Meeting ID: 93375236500 Meeting Password: 586809	18 Sep, 0830 to 1130 Meeting ID: 92192124879 Meeting Password: 634619
7 (Z)	Week 7 28 Sep to 2 Oct	Zoom only	1 Oct, 0830 to 1130 Meeting ID: 99617247705 Meeting Password: 609604	2 Oct, 0830 to 1130 Meeting ID: 97572646292 Meeting Password: 458580
8 (F)	Week 8 5 to 9 Oct	Face to Face (LT16) Optional zoom	8 Oct, 0830 to 1130 Meeting ID: 97909741996 Meeting Password: 133823	9 Oct, 0830 to 1130 Meeting ID: 92089491000 Meeting Password: 355957
9 (F)	Week 9 12 to 16 Oct	Face to Face (LT16) Optional zoom	15 Oct, 0830 to 1130 Meeting ID: 93201045934 Meeting Password: 552681	16 Oct, 0830 to 1130 Meeting ID: 97416039735 Meeting Password: 550937
10 (F)	Week 10 19 to 23 Oct	Face to Face (LT16) Optional zoom	22 Oct, 0830 to 1130 Meeting ID: 96270080538 Meeting Password: 895090	23 Oct, 0830 to 1130 Meeting ID: 91728164095 Meeting Password: 121316
11 (F)	Week 11 26 to 30 Oct	Face to Face (LT16) Optional zoom	29 Oct, 0830 to 1130 Meeting ID: 96061571758 Meeting Password: 711428	30 Oct, 0830 to 1130 Meeting ID: 97928155016 Meeting Password: 823288
12 ² (Z)	Week 12 7 Nov ²	Zoom only	7 Nov (Saturday), 0830 to 1130 Meeting ID: 91403971038 Meeting Password: 008270	
13 (Z)	Week 13 9 to 13 Nov	Zoom only	12 Nov, 0830 to 1130 Meeting ID: 96868613624 Meeting Password: 696868	13 Nov, 0830 to 1130 Meeting ID: 93274624545 Meeting Password: 964484

¹ Note: Format of class denoted by (Z) – zoom-based, or (F) – face to face. All face to face lessons will continue to be available on Zoom

² Note: There will be a combined class in Week 12 as it is the end-of-term case which will be conducted real-time and open-book through a group-based, case-based discussion

RECOMMENDED TEXTBOOK

There is no need to purchase a textbook. However, if you like further reading into these marketing strategy topics from different perspectives, below is a textbook that you can draw from:

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.