

COURSE OBJECTIVES

Covid-19 has disrupted businesses and will continue to do so in the short to medium term. With countries and cities experiencing lock-downs, the big question facing companies is no longer “when can we resume our business” but rather “what is the new normal”. Some industries like entertainment and F&B will need to rethink their business models. As marketers, it is important to understand how these changes in consumer behaviours and business models will affect the promotional strategies.

You will learn that in times of crisis, marketing spending is often first item to be reduced. Contrary to what many business leaders think, marketing is an investment, not an expense. In this practical marketing course, you will learn marketing strategies and plans adopted by leading local and international companies. You will gain insights into how marketing decisions were made and most importantly, how these decisions played a pivotal role in the growth of these companies. You will acquire in-depth knowledge on how to develop positioning statements, segment the target markets and develop an integrated marketing campaign (IMC) to drive sales and build market shares.

This course will cover both the case method and real practice.

The case method is intended to structure your strategic marketing thinking when evaluating marketing campaigns. You will be required to produce individual work on assigned cases or topics.

The highlight of this course is the company sponsored project. Students will be required to work as a team to research on the industry, competition and brand. Based on the gaps and opportunities identified, and ensuring that proposed strategies are in line with brand positioning and brand values, you will develop an IMC for the brand. Finally, you will be pitching your presentation to management teams of the sponsored company.

The course will serve as a good introduction to those interested to join the marketing profession or those who are keen to find out how marketing is the driving force for the growth and survival of many world class companies.

COURSE MATERIALS

Lecture notes will be posted on the course webpage at the before the start of each week.

Suggested readings:

Advertising and Promotion (George E. Belch, Michael A. Belch), McKinsey, HBR, Marketingprofs.com, Adage.com, Luxurydaily.com, Marketingweek.com, campaignasia.com

EVALUATION

Coursework	Weight
Course project	45%
Individual assignment 1	15%
Individual assignment 2	25%
Class participation	15%
Total	100%

1. COURSE PROJECT (45%)

This is a group-based project. Group members will be required to research on the brand and propose an integrated marketing campaign to meet specific objectives. The completed work will be presented to a management team of the sponsoring company where your project will be evaluated.

The task will require the team to perform the following tasks:

Part 1 - Research (15%)

- Develop a clear and precise research brief to determine research objectives, scope and methodologies.
- Conduct in-depth studies of the industry the brand competes in and the target market it serves.
- The research will include studies of both primary and secondary data.
- Finally, the team will submit a research report based on the findings to determine gaps and opportunities.

Part 2 - Project presentation to sponsoring company (30%)

- The team will propose a promotion strategy and develop action plans in line with the positioning and brand values to meet the objectives of the project.
- Proposed marketing plan should include a marketing calendar, timeline, budget and operational considerations if any.
- 30 minutes presentation excluding Q&A.

Grading criteria:

Research 15%

- Clear and precise research brief.
- Depth of research. Design of questionnaire/discussion guides and methodology.
- Analysis of findings and recommendation.

Proposal 30%

- Clarity of strategies and ideas. Ability to demonstrate clear understanding of objectives, research findings, and finally recommend suitable strategies and plans for the brand.
- Presentation. Quality of presentation and presentation skills.
- Creativity. Innovation and freshness of ideas.

Note: As this is a group project, marks will also be awarded/penalized based on team member contribution.

2. INDIVIDUAL ASSIGNMENT 1 (15%)

Covid-19 has affected many businesses. Some businesses such as F&B are forced to change their business model and hence promotional strategy in order to survive. Select one company and discuss how they have successfully or unsuccessfully adapted their business hence promotional strategy.

3. INDIVIDUAL ASSIGNMENT 2 (25%)

You are to research on a brand and discuss how it has successfully or unsuccessfully positioned itself in the market. Your assignment will include discussions on the market the brand competes in, its target audience/s, brand positioning and strategies. As this is a promotions management module, you will need to provide an in-depth discussion of the promotion strategies and plans that the brand adopts.

4. CLASS PARTICIPATION (15%)

Please be present and punctual for all the lessons. You are strongly encouraged to participate in class discussions.

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 & 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 New Oxford Dictionary of English). 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/>

COURSE OUTLINE (SUBJECT TO CHANGE)

Date

Topics

Week 1

Introduction to Promotion Management

- What is marketing?
- Why do companies run promotions?
- Positioning statement – importance of a good positioning statement and how to develop a positioning statement.

Week 2

Positioning and Strategies

- How do companies adapt to Covid-19 pandemic.
- ‘Without Strategies, you aren’t going anywhere” Sergio Zyman
Case discussion: Xiaomi

Week 3

Segmentation strategy. Research planning.

- Defining your target market
 - Understand how companies determine their target segments.
 - Case discussion: Credit card segmentation strategy
- Research
 - Why do companies conduct research?
 - Types of primary and secondary research. When to use what?
 - Writing a research brief. Formulating questions for research. How to make your research finding more credible? Case discussion: New Coke
 - What is a Big Data? Case example: credit card
 - Developing a product based on primary and secondary research. Case discussion: UOB YOLO.

Week 4

Project Briefing and briefing of individual Assignment 1

<p>Course project: You will be randomly assigned to groups. The group member names will be given to you in week 4.</p>
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- Week 5 Marketing planning and budgeting**
- Determine business drivers
 - Zero-based marketing. Is it good or bad for companies?
 - Marketing budget planning.

- Week 6 Develop an Integrated Marketing Campaign (part 1)**
- Role between marketer and advertising agency.
 - How to write a creative brief.
 - Advertising and PR marketing
 - Media trends

- Week 7 Developing an integrated marketing campaign (part 2)**
- Planning a consumer promotion
 - Types of promotion tactics
 - When to implement each types of promotions
 - Budgeting for direct mail campaign

- Week 8 An IMC Example. Case study: Cola War.**

Course project: Submit research report for group project during lesson on week 8.

- Week 9 Project feedback 1**
- Feedback on research assignment
 - Interim ideas

- Week 10 Marketing luxury products.**

Individual project submission on week 10.

- Week 11 Project presentation**

- Week 12 Project presentation**

- Week 13 Project review and Summary**

ABOUT THE LECTURER

Ms Lam Hwee Lim is a marketing professional with more than twenty years of experience in business and product management; including regional business development, business analytics, channel management, research, branding and PR management.

Some of the FMCG brands she has worked on include F&N, Sprite, Coca-Cola, Nescafe, Ambi Pur, Kiwi and Gerber. She has also managed OTC business before moving to the banking sector where she spent the next nine years crafting branding and consumer marketing strategies for OCBC eVentures and UOB consumer businesses. Some of her notable marketing successes include launch of Nescafe canned coffee, Sprite re-launch, winning the Cola war, strategizing an IMC for UOB Cards, repositioning of UOB Platinum and launch UOB Visa Infinite Card, as well as rebranding of UOB Thailand and Indonesia.

Hwee Lim is an alumni of NUS Business school and also holds an MBA in Strategic Marketing.