

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT3422B/MKT3761B TIM: Marketing in Developing & Emerging Economies

Session : Semester 1 2020/2021

Instructor : Mr Pradeep Ramarathnam

Course Description

Emerging Markets have been driving global growth over the past decade. ASEAN alone has 650 million consumers, and marketing to them involves a mix of understanding multiple levers of old school and new age marketing –these economies are extremely dichotomous with both old world media and new age retail like ecommerce and digital media. The ongoing crisis has also changed the media landscape dramatically

As such, students need to understand that the positioning, and communication of marketing will have to be adapted for developing economies to remain relevant to consumers and drive business results

Course Objectives

Understand the complexities involved when marketing to developing and emerging economies vis-à-vis developed economies, and know how these impact marketing strategies

Assessment Methods

<u>CA Components:</u>	
(i) Group Case Study Report	20%
(ii) Group Case Study Presentation	20%
(iii) Final Test	30%
(iv) Individual Essay	20%
(v) Class participation	10%
Total for CA:	%
Total for Final Examination:	%
Total Assessment:	100%

Lesson Schedule

Week	Activity
1	D&E Market Understanding and Types of Marketing Jobs
2	Consumers in D&E Markets
3	Media Planning in D&E Markets
4	Trade and Retail in D&E Markets
5	Case Study
6	Creativity in D&E Markets
Recess Week 19 Sep- 27 Sep 2020	
7	How do launch new product from Scratch – Brand Architecture , Demand Spaces and campaign planning
8	Case Study
9	Metrics That matter – How do you evaluate success
10	Case Study
11	Case Study
12	Group Case Study Presentation
13	Final Exam

General Guide and Reading

Principles of Marketing – Philip Kotler

Campaign Asia

Ad Week

WARC

Marketingweek

About me

Pradeep Ramarathnam is a Global Client Partner with Facebook, working with Bluechip companies in APAC to accelerate their digital marketing transformation. Prior to this, He spent ~14 years in the Consumer Goods Industry doing a variety of roles across Sales, Marketing and Business Leadership across multiple developed and developing markets. During these years, Pradeep has launched multiple new brands to market, worked with cross functional teams and talent from across the world and has seen and been a part of the evolution of the ASEAN marketing landscape.

Pradeep is passionate about continuing to stay engaged with the next generation of students and marketers from Singapore and ensure students transition smoothly from academia to the corporate sector. Pradeep's hobbies and passion outside of work include Cycling, Reading non fiction and Trivia competitions.

His linkedin profile is below:

<https://www.linkedin.com/in/pradeep-ramarathnam-a3525b29/?originalSubdomain=sg>

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