

Module Outline

Module Code : MKT3761B
Module Title : TIM: Marketing in Developing & Emerging Economies
Semester : Semester II, AY2122
Faculty : Mr Pradeep Ramarathnam
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Overview

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. Bain estimates that five years of digital transformation has happened in the course of one year in FY21. Marketing in Emerging markets therefore involves both a strong understanding and application of transferable and practical frameworks from traditional industries like Consumer Goods, as well as an up-to-date understanding of the key drivers of transformation around Digital Media, Online businesses and evolving models of Commerce

Module Objectives

The course will equip students to be well rounded and strategic marketers who will be able to develop and sharpen their skills on pricing, creativity, market sizing and business model evaluations as well as understand and plan for Media in emerging Markets.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

1. How Brands Grow – Byron Sharp (Either the full book or summaries Available Online)
2. Google Temasek SEA Digital Economy report - <https://economysea.withgoogle.com/>
3. Marketing Management – Philip Kotler

Assessment

| Assessment Components | Weightage |
|---------------------------|-----------|
| Class Participation | 30% |
| Group Case Study | |
| • Content | 30% |
| • Individual Presentation | 20% |
| Final Test | 20% |

Group Case Study

Students will be divided into 10 groups of 4 to 5 students each. Each group will be given a live industry case study to solve. There will be a total of 5 different such case studies randomly allocated across the 10 groups.

The presentation will be 10 minutes long, with 15 minutes for Q&A. All students will need to present. You will be graded on content (30%) and individual presentation (20%).

Each group will have to submit:

- A hardcopy of the report double-spaced and no more than 15 pages excluding Appendices and References
- A hardcopy of your Powerpoint slides
- On **Week 11** even if your group is not presenting that week. This is to ensure equity across groups

Final Test

This will largely consist of MCQ and short-answer questions. More details to be given later.

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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About me . . .

Pradeep Ramarathnam leads Global and Regional Health and Beauty advertiser partnerships for Meta in APAC. Prior to Meta, he led the Beauty and Skincare business for Unilever in South East Asia and Australia as the Senior Marketing Director. He has spent time building businesses in the US, Singapore, as well as lived in Vietnam and India.

Schedule and Outline

| Lesson/ Week | Topic | Chapter | Activity (preparation / cases & assignments / follow-up readings & resources) |
|-------------------------|---|----------------|---|
| 1 | Marketing Roles/Careers – Understanding B2C and B2B Marketing Roles and recognizing shifts in the industry | 1 | None, will be furnished in the classroom |
| 2 | Emerging Markets – Definitions, and Market Entry Strategy and Models | 2 | Case Study: 7 -11 Market Entry into China Pre- Read: https://hbr.org/2016/07/how-amazon-adapted-its-business-model-to-india Homework: https://www.icmrindia.org/casestudies/catalogue/Business%20Strategy/BSTR466.htm |
| 3 | Audience Planning and Segmentation in Emerging Economies (Topics for Group Case Study and Individual Presentations will be shared after this module) | 3 | In-class Analysis: China Silver Generation Homework: Thailand Beauty Industry Case – Identifying Pockets of Growth |
| 4 | Media and Communication Planning | 4 | In-class Exercise : Media and Comms Planning Briefing Document Preparation for: a. New Shampoo Brand from Procter and Gamble b. New Online Market place for Cars |
| 5 | Creativity and Advertising | 5 | Live examples and Creative Evaluation of Landmark Campaigns in Emerging markets |
| 6 | The Evolving Digital Media and Commerce Ecosystem in Asia : a. China E-Commerce Deep Dive b. APAC Digital Media Overview | 6 | 1. Live Exercise – Live Commerce for Male Luxury + Lazada Mega Sale Days learnings 2. Guest Lecture from Head of Instagram APAC |
| Recess Week | | | |

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|----|--|-------|---|
| 7 | Saas and B2b Marketing | | External Faculty |
| 8 | Retail and Distribution in Emerging Economies – Winning in Offline Retail and Emerging Online Retail | 7 | McKinsey White Paper on Direct to Consumer (Will be shared week prior) |
| 10 | Pricing, Promotion and Packaging for Emerging Markets | 8 & 9 | Live Exercise : Portfolio Pricing Analysis for F&B Company |
| 11 | Group Case Study and Individual Presentations (1) | | All groups to submit reports and powerpoint slides even if they are not presenting this week. |
| 12 | Group Case Study and Individual Presentations (2) | | |
| 13 | Final test | | Mainly MCQs and short-answer questions |