

Module Outline

Module Code : MKT3401A/MKT3701A
Module Title : Marketing Strategy: Analysis and Practice
Semester : Semester II, AY2122
Faculty : Assoc Prof Doreen Kum
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Overview

This course builds on the introductory MKT1003 course and aims to develop the analytical skills required of marketing managers. It is designed to help improve skills to apply the learning from the introductory course in an integrative manner.

A case-based approach is used in this course and relies on reading, analysis and discussion to create learning. Each case will put you in the position of a decision maker facing real constraints and considerations.

Module Objectives

Students will learn the analysis of marketing situations, identification of market opportunities, and development of marketing strategies. Students are expected to critique existing strategies, propose and defend concise recommendations.

Students should benefit from the experience in problem-solving and business decision-making, develop logical analysis skills, and learn to present information in a clear and concise manner.

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

There is no compulsory textbook. You are free to use any Marketing textbook you like. Kotler and Keller (2016) is a framework book that is easy for quick reference/revision. For your convenience, topics are mapped to readings in Kotler and Keller (2016).

Kotler, Philip, and Kevin Lane Keller (2016), *A Framework for Marketing Management*, 6th edition, Pearson: Essex

Additional readings will be assigned during the semester.

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Assessment

Assessment Components	Weightage
1. Class Participation:	20%
2. Individual Assignments:	30%
3. Group Case Analysis*:	25%
4. Group Case Critique*:	25%
TOTAL:	100%
(*subject to peer evaluation)	

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’ 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>

Schedule and Outline

No.	Topic/Assignment	Readings
1	Course Introduction & Administration Understanding Marketing as a Strategy Case Discussion: From Hardware to Software: The Story of IBM	Ch 1
2	The Marketing Process and Environment How to Analyse Cases?	Ch 2, Ch 3 (pp 69-74)
3	Segmentation & Targeting Assessing Market Opportunities	Ch 3 (p 66-69), Ch 6
4	Positioning	Ch 7
5	Managing Brands	Ch 8
6	Understanding Consumers in Asian Markets I Case Discussion: The Fashion Channel	Ch 5
RECESS BREAK		
7	Understanding Consumers in Asian Markets II Case 1: DayTwo – Going to Market with Gut Microbiome	
8	Customer Decision Journeys and Technology in Marketing Case 2: waterDrop – Changing the Paradigms of the Beverage Industry	Ch 4
9	Product Strategy and Customer Value Case 3: Chase Sapphire – Creating a Millennial Cult Brand	Ch 9
10	New Product Development Case 4: Gucci – Staying Relevant in Luxury over a Century	Ch 9
11	Pricing and Distribution Strategy Case 5: Headspace vs Calm	Ch 11, 12, 13
12	Promotion Strategy, Digital Marketing Case 6: Lululemon Athletica	Ch 14-16
13	GOOD FRIDAY	

Note: Submissions for case analyses should be 1 week before day of presentation for critique group to work on.