NATIONAL UNIVERSITY OF SINGAPORE

NUS Business School

Department of Marketing

MKT2401A - Asian Markets and Marketing Management

Lecturer : Mrs LEUNG-FUNG Yuen Shan, Ruth
Biz 2, # 02-12
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6516-4533

Session : January to April 2010 (Semester II, 2009/2010)

Consultation : Through emails or booking in advance

COURSE OBJECTIVES

The objective of this course is to train students to apply the basic management concepts and techniques in marketing, so that they are acquainted with some of the duties of a marketing manager. In addition, students will learn about the role of Marketing in Asian countries, along with some emerging trends that are noteworthy to marketing managers.

This course is taught with a managerial focus and classes are conducted in a highly interactive manner. Through case analyses, class discussions and group projects, students would be given opportunities to perform the role of a marketing manager. At the end of this course, participants should be able to understand some of the strategic marketing management processes.

COURSE DESCRIPTION

This course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. This course will provide you with a systematic framework for understanding marketing management and strategy. Accordingly, the course emphasizes the following:

- Primary and changing perspectives on marketing management in the New Economy
- The impact of interactive media on marketing management
- Applied marketing management and strategy, domestic, and global
- An international focus in developing marketing management and strategy
REQUIRED TEXT


COURSE DESIGN

This course is designed to cover the majority of contemporary marketing topics. The text is used as a resource to kick-start our journey. Powerpoint slides will be used for each lecture. Supplementary material, if any, will be made available to the class from time to time.

The lecture will be divided into two sessions: The first half will concentrate on knowledge building. We will look into various strategies and principles. The second half will be interactive and practical discussion. Students will have the opportunity to use the concepts, ideas, and strategies presented in class through projects and/or case studies. These tasks will be dealt with by groups of around five to six students (subject to final enrolment).

Last but not least, it is required that everyone goes through the relevant chapters each week and prepare for class discussions.

EVALUATION METHODS

The final grade will be fully based on a continual assessment (CA) of students’ performance in the following components:

- CA1: Mini Group Project Presentation 15%
- CA2: Final Group Project 25%
- Quiz (x 2) 40%
- Peer Assessment 10%
- Class Participation 10%

100%
REQUIREMENTS/DESCRIPTION OF EVALUATION METHODS

CA1: Mini Group Project – Presentation (15%)
Each student will be part of a five or six member team (subject to final enrolment). (Lecturer will assign the group accordingly).

Each group has to present the respective given topic (will post to IVLE later). Topic will be fun-filled and research based; it would be focused on the latest and hottest happenings in town or in Asia; or it may include case studies as part of the projects.

For the schedule of submission, please refer to “Course Schedule” on page five for details. Presentation should last for no more than 20 minutes. One mark will be deducted for every minute if overruns. No written report is required.

CA2: Final Group Project - Report & Presentation (25%)
The same team is responsible for conducting one in-depth marketing project. (To be announced later in class).

The written report should not exceed 3,000 words (exclusive appendices and Endnote, A-4 size, Arial, font size 12, double-spaced, 1 inch margin all around).

Please refer to Course Schedule on page five for the presentation and submission dates. Presentation should last for no more than 20 minutes (exclusive of Q&A). One mark will be deducted for every minute if overruns.
**Quiz x 2 (20% each x 2 = 40%)**
There will be TWO quizzes in this module. You can refer to Course Schedule on page five for the dates of quizzes.

This is a 45 - 60 minutes closed book quiz. There will be multiple-choice questions or short essay questions, and it might include calculation questions (depending on topics covered).

**Peer Assessment (10%)**
A successful person requires both sound academic qualifications as well as good human skills. Knowing how to work as a team and conquering facilitation skills are essential; therefore, you need to make use of this opportunity to develop your human skills. You are required to assess each of your team members in both group projects on their individual performance.

You may find the Peer Assessment Form on page seven of this document. The Peer Assessment Form is personal and confidential (you should do it in your own quiet time without any discussion with other team mates); and it is non-returnable and marks will not be disclosed.

You only need to fill up ONE form at the end of the course; please refer to Course Schedule on page five for the submission date. Bear in mind that the result of the assessment would affect all both of your CA marks proportionally.

**Class Participation (10%)**
It is expected that all students will actively participate in the class proceedings. Students are also encouraged to participate actively in class discussion on various topics/subject matters related to marketing management or Asian marketing. You are highly suggested to read newspaper daily. It is shown that participants will learn more by debating and examining issues and decisions in an active discussion format rather than passively listening to a lecturer.

This will be measured not only by your physical attendance (especially punctuality) but your active interaction with the lecturer during class.
MKT2401A - Asian Markets and Marketing Management  
Course Schedule for Jan to Apr 2010 (Semester 2 – 09/10)

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topics</th>
<th>Chapters</th>
<th>Class Activities</th>
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<tbody>
<tr>
<td>1</td>
<td>11 Jan 2010</td>
<td>Introduction to Course, Briefing on Group Assignments</td>
<td>2, 3</td>
<td>Break up for in-class discussions.</td>
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<td>Developing Marketing Strategies and Plans</td>
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<td>Gathering Information and Scanning the Environment</td>
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<td>2</td>
<td>18 Jan 2010</td>
<td>Creating Customer Value, Satisfaction and Loyalty</td>
<td>5, 6, 7</td>
<td>Break up for in-class discussions.</td>
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<td>Analysing Consumer and Business Markets</td>
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<td>3</td>
<td>25 Jan 2010</td>
<td>Conducting Marketing Research and Forecasting Demand</td>
<td>4, 8</td>
<td>Break up for in-class discussions.</td>
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<td>Identifying Market Segments and Targets</td>
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<td>4</td>
<td>01 Feb 2010</td>
<td>Creating Brand Equity</td>
<td>9, 10</td>
<td>Submission of Mini Group Project - Group 1 &amp; 2 (Presentation CD)</td>
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<td>Crafting the Brand Positioning</td>
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<td>Break up for in-class discussions.</td>
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<td>5</td>
<td>08 Feb 2010</td>
<td>Dealing with Competition</td>
<td>11, 14</td>
<td>Submission of Mini Group Project - Group 3 &amp; 4 (Presentation CD)</td>
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<td>Developing Pricing Strategies and Programs</td>
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<td>Break up for in-class discussions.</td>
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<td>Quiz (1): Topics covered from Week 1 to Week 4</td>
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<td>Term Break</td>
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<td>6</td>
<td>22 Feb 2010</td>
<td>Setting Product Strategy</td>
<td>12, 13</td>
<td>Break up for in-class discussions.</td>
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<td>Designing and Managing Services</td>
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Notes: (Gp) = Group Work; (Ind) = Individual Work
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| 7  | 01 Mar 2010     | Designing and Managing Marketing Channels and Value Networks           | 15, 16   | • Submission of Mini Group Project - Group 5 & 6 (Presentation CD)  
|     |                 | Managing Retailing, Wholesaling, and Logistics                         |          | • Break up for in-class discussions.                   |
| 8  | 08 Mar 2010     | Designing and Managing Integrated Marketing Communications             | 17, 18   | • Submission of Mini Group Project - Group 7 & 8 (Presentation CD)  
|     |                 | Managing Mass Communications: Advertising, Sales Promotions, Events and Public Relations |          | • Break up for in-class discussions.                   |
| 9  | 15 Mar 2010     | Managing Personal communications: Direct Marketing and Personal Selling | 19, 20   | • Submission of Mini Group Project - Group 9 (Presentation CD)  
|     |                 | Introducing New Market Offerings                                       |          | • Break up for in-class discussions.                   |
| 10 | 22 Mar 2010     | Presentations - Final Group Project                                    |          | • Group 1, 2 & 3                                       |
|     |                 |                                                                        |          | • Submission of Final Group Project Report (All 9 Groups) – hardcopy of report and PowerPoint slides in class |
| 11 | 29 Mar 2010     | Presentations – Final Group Project                                    |          | • Group 4, 5 & 6                                       |
| 12 | 05 Apr 2010     | Presentations - Final Group Project                                    |          | • Group 7, 8 & 9                                       |
|     |                 |                                                                        |          | • To submit Peer Assessment Form                       |
| 13 | 12 Apr 2010     | Tapping into Global Markets                                           | 21, 22   | • Break up for in-class discussions.                   |
|     |                 | Managing a Holistic Marketing Organisation                             |          |                                                       |
|     |                 | **Quiz (2) :** Topics covered from Week 5 to Week 9                    |          |                                                       |
Topics For CA1 – Mini Group Project

**Group 1 & 2**

Commission a marketing research study on topic(s) of interest at NUS. Students have to develop the questionnaire, collection method, conduct the survey, and tabulate the results. In addition, findings, discussion and recommendations should be included in this project.

Suggested topics can include the university students’ opinions of campus issues such as the athletic program, CCA, services of co-op stores, use of and availability of technology, accommodation facility, students’ perceptions of their current education experiences or others.

**Group 3 & 4**

Your team to select a product or service that you are familiar with, such as jeans, computers, or personal CD players. Once these items are selected, you must undertake research into the specific items: target market and market segmentation.

Reports should contain information as to: How large is the target market (with actual secondary data), what is the future growth potential or opportunity of this target market, how do/does the marketer reach this target market in order to expand its market share or to recruit more consumers in the short run? What are the current constraints in serving this target segment, and other related findings from your research?

The second section of this project is for your team to “re-position” this product to another market segment. For example, if your team selects personal CD players as the product of choice, and confirms that the target market for this is Gen Y, then you should define how the manufacturers of personal CD players would attempt to re-position the product to attract the baby boomer generation to increase their purchases of personal CD players. Justify why your team wants to target this new segment (with actual data, such as primary or secondary data).

**Group 5 & 6**

Michael Porter’s Five Forces model is as applicable today as it was when it was introduced. Your team to select a market or market segment (jeans, cell phones, etc.) and using Michael Porter’s model, completely define these five forces for the market or market segment. Who are the potential entrants, who are the suppliers (and how much power do they have), who are the buyers (and what sort of buying power do they have), what are the substitutes and how is the industry segmented (market share is a good indicator of segmentation for this project)? Your analysis and answers should be comprehensive.

**Group 7 & 8**

Compare and contrast any two brands of consumer electronic items such as: mp3 player, hand phone or computer game console in the current market on their branding strategy, product offerings, service strategy, and pricing strategy. Also analyse and highlight their respective SWOT analysis, target segment and competitive strategy. Focus on your comments and recommendations (You can criticize on their weaknesses or comment on their strengths).
Group 9

1. Your team is required to approach any advertising agency (can be local or international), you need to set up a field trip to gather information from the agency’s management on their views on the topic of integrated marketing communications.

Today, many progressive ad agencies are including among their services: printing, marketing intelligence, personal selling training, strategy development in their portfolios and so forth. What are the services that the agency provides to their client? What are the trends from their clients on IMC; specially, what kind of services have their clients requested that the ad agency performs to build an integrated marketing communications program and why? So, what are the most popular promotional tools that their clients like to engage and why. You need to present an IMC program of an actual product or brand to support this project.

*If your team is unable to approach any advertising agency, then you can choose Topic 2 as listed below:*

2. Sponsorships are an integral part of life in Asia today. The support of university’s teams by various companies and local vendors add needed revenues to different programs or association (e.g., USP or other societies/programs) in the university.

In this project, your team is asked to contact the related division/society/club in charge of sponsorship programs in NUS. Try to discover the dollar amount that sponsorships add to the university or the societies/programs. What are the values or outputs that NUS can provide the sponsors in return? How NUS can successfully get its sponsorship?

Secondly, contact as many of these local sponsors as possible and try to see how these sponsors quantify their expenditures (to the university) in terms of brand awareness, purchase intent, or consumer product decision-making. What are their objectives of sponsoring NUS and the core benefits that they can gain from this sponsorship?
Peer Evaluation Form

Please rate your contribution and that of your teammates using the scale described below. Please submit this form on the last lecture, i.e., week 13.

This evaluation is for work done on the two group assignments. Be candid! Please help us to help you if your teammates have not been doing their fair share in the group assignment so far. Your ratings may reflect a myriad of things - attendance at discussions, quality of contribution, attitude, and timeliness (e.g., showing up on time for discussions).

Class No.: Group No.: Project:

Please rate yourself and each of your group members using the following scale:

“1” means “Does not contribute to the project at all”
“5” means “Average contribution”
“10” means “Outstanding contribution to the project”

For your evaluation to be valid, please elaborate on your evaluation for yourself or your group member(s) whose score(s) is/are exceptionally low (≤ 3). You may write on the other side of this sheet if you need more space.
Marking Sheet

(Click where appropriate)

☐ CA1 - Mini Group Project (Presentation CD 15%)
☐ CA2 - Final Group Project (Report and Presentation 25%)

Class : A
Group # : 1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 (circle where appropriate)

(Serial number to be in ASCENDING order)

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Marks are not finalized; part of the portions is contributed by the peer assessment at the end of the module.

Comment (by the lecturer):

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