

**NATIONAL UNIVERSITY OF SINGAPORE**  
**NUS Business School**  
**Department of Marketing**

**MKT2401 ASIAN MARKETS AND MARKETING MANAGEMENT**

**INSTRUCTOR: DR DOREEN KUM**  
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**CLASS SCHEDULE:** 1) Monday, 11am –2pm,  
2) Monday, 2pm – 5pm,  
3) Tuesday, 11am – 2pm  
4) Tuesday 2pm – 5pm

**VENUE: BIZ 2, #02-01 (for Mon classes), #04-13A (for Tue classes)**

**SESSION: SEMESTER I, 2014/15**

### **COURSE OBJECTIVES**

Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups to satisfy customer and organizational objectives. It involves analyzing the environment to identify opportunities, and developing marketing strategies and programs to exploit such opportunities.

This course furthers your understanding obtained from the introductory course in Marketing to be applied to tackle strategic problems in marketing management. It also provides an Asian perspective to the marketing management process.

### **READINGS**

Kotler, Philip, and Kevin Lane Keller (2012), *A Framework for Marketing Management*, 5th edition, Pearson: Essex

Best, Roger J (2013), *Market-based Management*, 6<sup>th</sup> edition, Pearson: Essex

Additional readings will be assigned.

### **ASSESSMENT METHODS**

Class Participation:	20%
Group Case Analysis* (report and presentation):	40%
Final Test:	40%
<b>TOTAL:</b>	<b>100%</b>

(\*: subject to peer evaluation)

The class will be divided into groups for the case analysis. Group size will vary depending on the class size.

### Class Participation

Students are expected to read and prepare for the lessons and cases before coming to class. Class participation will be assessed by voluntary active and informed contribution to lectures, in-class exercises, as well as case discussions.

### Case Analysis

Each group (group size will depend on class enrolment) will be responsible for analyzing the case assigned and may be asked to present parts of the analysis to the class. Groups in charge are also responsible for answering queries from the rest of the class.

**A hard-copy of the case write-up must be submitted at the beginning of the lesson of the case discussion.** No late submissions will be accepted.

The write-up has to be stapled. Please write in prose, and do not use bullet points. The requirements are listed below:

- Cover sheet: please download from IVLE.
- Case analysis: **four** pages maximum of text (Times New Roman 12, 1" margins minimum on all sides). Please reference case facts by page number, for example: "Pepsi adjusted prices infrequently (p. 9)."
- Tables/Exhibits: **three** pages maximum of tables/exhibits (Times New Roman 10, 1" margins minimum on all sides) if necessary. The exhibits should be clear and supportive of the analysis. All tables/exhibits should be referenced in the text (e.g. "A 5% increase in prices leads to decrease in post-tax profits by 10% (Exh. 5).")

As each case deals with different issues, there is no outline for the case analysis. However, a general guideline is that you should be clear in identifying the central issue(s) in the case early in the presentation, then focus on the analysis and suggestions for marketing strategies.

Grading rubrics for this case analysis are:

Completeness and accuracy in issue identification	10%
Analysis of all issues identified; includes all financial calculations (where necessary)	30%
Connections between the issues identified and the strategic concepts studied in the course; command of the strategic concepts and analytical tools studied	20%
Recommendations – level of detail, appropriateness, supported by information in case or concepts from course	30%
Relevance and extensiveness of research	5%
Writing of the case – language, referencing	5%

There will be **peer evaluation** for this group assignment. Members of each group will evaluate the contribution of other group members. An average score will be calculated for each group member. Your score for this group assignment will be weighted by this average peer evaluation score. As such, poor contribution to group work will affect your grade adversely.

### Final Test

The final test will be based on the integrated learning of the lessons throughout the course. More details on the test format will be provided in class.

## MKT2401 COURSE SCHEDULE

Week	Date	Topic/Assignment	Readings
1	Aug 14	Course Introduction & Administration Library Briefing Understanding Marketing as a Strategy	Ch 1
2	Aug 21	Marketing Opportunities and the Marketing Process Case Discussion: Banyan Tree	Ch 2
3	Aug 28	Marketing Metrics	Ch 4
4	Sep 4	Understanding Consumers and Marketing Research Case Discussion: Barbie in China	Ch 3, 5
5	Sep 11	Segmentation, Targeting, & Positioning <b>Case 1: The Fashion Channel</b>	Ch 7, 9
6	Sep 18	Branding and Brand Management <b>Case 2: Citibank India Credit Cards</b>	Ch 8
	Sep 25	RECESS BREAK	
7	Oct 2	Product Strategy <b>Case 3: Himalaya Herbal Toothpaste</b>	Ch 10
8	Oct 9 (TBC)	Guest Speaker: Managing Brands in Asia	
9	Oct 16	Distribution Strategy Promotion Strategy	Ch 13 Ch 15
10	Oct 23	Pricing Strategy <b>Case 4: P&amp;G India</b>	Ch 12
11	Oct 30	Strategic Marketing Planning <b>Case 5: Brannigan Foods</b>	
12	Nov 6	<b>Case 6: Loreal in China</b> Course Summary and Revision	
13	Nov 13	Final Test	