

---

**Asian Markets and Marketing Management  
Course Syllabus—SUBJECT TO CHANGE**

**GENERAL INFORMATION**

Professor: Yan Zhang  
Email: [yan.zhang@nus.edu.sg](mailto:yan.zhang@nus.edu.sg)  
Office: Biz 1, 8-22  
Office hours: By appointment  
Teaching Assistant: TBA

**PREREQUISITIES:**

One of MKT1003, BH1003, BZ1003, and BK2003

**COURSE OBJECTIVE:**

Strategic marketing involves determining which customers your organization should serve, which products and services it should offer them, and how. This course is intended to develop an analytical framework for these decisions that permits managers to maximize their organization's return on marketing expenditures. Emphasis will be placed on developing a position in the market place that provides value to customers that is not readily duplicated by competitors. As a result, the first half of the course will develop models for understanding customers, competitors, collaborators (e.g., suppliers and intermediaries), and the organization itself. The second half of the course will examine the tools available to marketers to execute strategic decisions, with an emphasis on coordination among tactics and consistency with strategy.

Strategic marketing is about making right decisions. To help students make better decisions when facing real marketing problems, this course has a particular goal of training you to think independently and critically. Case analysis gives you practice in assembling data to build logical arguments and support them. Throughout the entire class, one important role of the

instructor is to provide you with tools to structure your thinking and pose questions that stimulate critical thoughts and sound decisions.

**REQUIRED MATERIAL:**

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan, *Marketing Management: An Asian Perspective (Sixth Edition)*, Published by Prentice Hall.

**EVALUATION:**

*Individual Work: (48%)*

Individual write-ups (14%)

Each student needs to finish two minor write-ups based on the guidance and questions provided. These one-page, brief write-ups are intended to promote a good review of the materials that we covered in class.

Individual write-ups will be graded on a 1 to 7 scale. These write-ups should not exceed one typewritten pages (Single-spaced, 11 point times new roman font or higher, at least one-inch margins, page limit excludes exhibits). The page limit and formatting rules will be strictly enforced.

Final quiz (34%)

We will have an in-class final quiz that will cover the topics we discuss in the entire course. The quiz will include short-answer questions and short-essay questions. Please make sure that you are available on the exam date. The venue and the time of the exam is to be confirmed.

*Group Work: (44%)*

Group work is central to developing important skills, in particular, the ability to manage small teams, to work to a common goal, to express ideas in a convincing fashion, and, as is sometimes much harder, to be persuaded by someone else's views. Group assignments are the dominant training tools that bridge the gap between being smart and being effective.

### Form a Group

The number of group members can vary from 4 to 5. You cannot form groups with students in other sessions of the same module. The groups will be finalized after the class add/drop is closed.

### Group project I (12%)

There will be two group projects. The first group project is due on week 7. For this project, you are expected to write a 5-page case analysis report and hand it in before class. As a formal case analysis, your report should follow the structure specified in “A word on learning from cases” by McGill. Further guidance will be provided when the case is handed out.

Note that the text portion of the group project reports should not exceed five typewritten pages (double-spaced, 11 point times new roman font or higher, at least one-inch margins). Additional material may be included in exhibits, not to exceed three pages. These page limits and formatting rules will be strictly enforced.

### Group Project II (12% report and 12% presentation)

The second group project is about Asian markets, more specifically, Singapore market. Every two groups will be randomly assigned to one topic. Your task is to analyze the market to craft a marketing plan (targeting, positioning, and 4Ps) for the business. To generate sensible and strong arguments, you are expected to use the knowledge that you have learned in class to analyze the market, the consumers, and the competitors. More detailed instructions will be handed out later.

*Presentation* The presentation will run on week 12. The two groups doing the same topic will present their work for 15 minutes each, and then the two groups will answer the questions from the other group and other students for 20 minutes. Each group can decide how to allocate work load and who to present the work, but all members need to stand in the front and take questions.

*Report* A report will be due before your presentation. This assignment will be graded based on both your presentation and your written report. Note that the text portion of the group project reports should not exceed five typewritten pages (double-spaced, 11 point times new roman font or higher, at least one-inch margins). Additional material may be included in exhibits, not to exceed three pages. These page limits and formatting rules will be strictly enforced.

### Peer Evaluation (8%)

At the end of the quarter, there will be a survey to assess the contribution of each group member to the group work. I find having to use the surveys distasteful but necessary. Further, the prospect of the surveys tends to encourage people to share the load. Besides a low group peer evaluation score, students made minimal contribution to the group project may receive only a percentage of their group work score.

### *Class Attendance and Participation:(8%)*

Much of the knowledge you will gain in this class will come from other students—from hearing, evaluating, and discussing ideas during class discussion. Participation in class is therefore a key component of the learning experience in class, and I expect you to contribute to class discussion whenever you have something interesting and constructive to say.

### *Grading Policies*

1. All assignments must be submitted by the beginning of class on the date they are due.
2. To appeal a grade, submit a typewritten request explaining your position (along with the original assignment) within 7 days of receiving your grade. Document your points with the appropriate course material. After reviewing your explanation I will either award you additional points or schedule a meeting with you to discuss the disputed issue(s). I reserve the right to re-grade the entire assignment when an appeal is submitted. This can result in a lower grade.
3. Cheating in any form will be met with the fullest sanctions permitted by the University.

### **ADMIN OF ASSIGNMENTS:**

Students naturally have more questions about assignments. To facilitate the evaluation process, here are a few rules that you want to follow when working on your assignments:

1. The assignments and questions will be handed out 2 weeks before the due date.
2. Your homework will be due before your class starts on the due date. Late submissions will not be graded.

3. Your homework should be uploaded to IVLE student assignment folder. I have created folders for each assignment and each session. Please submit your presentation slides there as well.
4. Your homework will be graded within 2 weeks after it is submitted.

## **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 doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

## **CLASSROOM ETIQUETTE:**

Classroom sessions need to be structured so that you and other students in the course have as ideal a learning environment as possible. Your engagement and involvement are central, because the course does not succeed unless you learn and unless you contribute to the learning of others. We will therefore establish the following ground rules for classroom sessions:

1. Comments directed at other students need to be constructive rather than destructive. You may disagree with others, but you need to show respect to others and give comments in a constructive way.
2. Laptop computers are to be turned off and put away during the class period. If you'd prefer to take notes on your computer, you will learn the material better if you take notes on paper during class and quickly transcribe them later.
3. Turn off your cellular phones. It is a courtesy to the lecturer and to your fellow classmates that you do not disturb them by your phone calls. If you have someone who may need you urgently on a particular day, set your phone on vibrate and sit in the back of class so you can excuse yourself quietly, if necessary.

## CLASS SCHEDULE for 2015/2016

<b>Week</b>	<b>Topics and Homework</b> (Homework highlighted in red)
<b>Week 1</b>	<b>Getting to Know the Market</b> After-Class Reading: The case method of instruction A word on learning from cases Kotler, Keller, Ang, Leong & Tan: Chapter 1 & 2
<b>Week 2</b>	<b>Consumer Analysis I: Segmentation</b> Kotler, Keller, Ang, Leong & Tan: Chapter 6 & 7
<b>Week 3</b>	<b>Consumer Analysis II: Targeting and Positioning</b> After-Class Reading: Marketing Malpractice Kotler, Keller, Ang, Leong & Tan: Chapter 8 & 10
<b>Week 4</b>	<b>Competitor Analysis</b> <i>Individual write-up 1 due</i> After-Class Reading: Competing on resources Kotler, Keller, Ang, Leong & Tan: Chapter 11
<b>Week 5</b>	<b>Product Management</b> Kotler, Keller, Ang, Leong & Tan: Chapter 12 & 20
<b>Week 6</b>	<b>Brand Management</b> After-Class Reading: Three questions you need to ask about your brand Kotler, Keller, Ang, Leong & Tan: Chapter 9
<b>Recess Week</b>	<b>No class</b>

---

**Week 7**

**Pricing Decisions**

*Group Case Analysis Due*

After-Class Reading: How do you know when the price is right  
Kotler, Keller, Ang, Leong & Tan: Chapter 14 & 20

---

**Week 8**

**Review of Homework**

---

**Week 9**

**Promotion**

*Individual write-up 2 due*

After-Class Reading: Getting the most out of advertising and promotion

---

**Week 10**

**Advertising**

Kotler, Keller, Ang, Leong & Tan: Chapter 17, 18 & 19

---

**Week 11**

**Value Creation and Delivery**

Kotler, Keller, Ang, Leong & Tan: Chapter 15 & 16

---

**Week 12**

**Wrap-Up**

*Group Project Presentation*

---

**Week 13**

**Final Quiz (venue and date to be confirmed)**

---