

**National University of Singapore**  
NUS Business School  
Department of Marketing

MKT 2401                      Asian Markets and Marketing Management

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Office Hours:                Virtual and by appointment

Session:                      Session I, AY2016-2017

Class:                         Fridays 8 - 11 a.m., 2 – 5 p.m. Biz-2, 0413B

### **COURSE OBJECTIVES**

The growing importance and significance of Asia markets for global firms are undeniable. Marketing, as an art and a science, is an area of increasing importance to corporations, non-profit organizations, institutions and governments the world over. To succeed in business today, one must take the proper perspective with a clear marketing mindset. The essence of marketing is communications. Effective marketing requires having empathy for one's target audience, or stakeholders, from company employees to customers to partners to investors. Although these Asian markets are close in geographic proximity, their individual differences couldn't be more diverse. Marketing in Asia, therefore, requires developing an understanding not only of the various regions and markets of the region, but also, an awareness and appreciation for the distinctive characteristics of consumers, corporate buyers, employees and other partners in each individual locale. Balancing the need to consider these local idiosyncratic differences with the requisite consistency of a global brand image lies at the heart of this regional marketing challenge.

Because of the many components in marketing, conducting it on a global scale involves having to work with different levels of economic, educational, infrastructural, legal, political and cultural development. While marketing in Asia, and particularly, marketing in developing economies, adds exponential complexity to the task of marketing, this indispensable function often defines continual success of a corporation and its brands. Thriving corporations have learned to devote resources to maximize opportunities offered by growing economies while minimizing risks and

exposures to economies undergoing crises. Effective marketing provides corporations with the ability to expand markets while diversifying risks.

This course will explore the Asian marketing environment, study the Asian consumer and corporate buyer in different areas of Asia and examine the various components of marketing, from product development to pricing before evaluating the present and future challenges in marketing. The objective of the course is to help participants develop a marketing mindset with the provision of tools for actual implementation and operation, specifically for this challenging region.

The course will be delivered through a combination of readings, class discussions, case analyses, video presentations, guest speakers, and a final marketing project where you will work in a team to produce a marketing plan to launch a product to an Asian market.

This course is designed for students to learn more about marketing in an Asian context. All specific marketing concepts will be reviewed. Developing an Asian marketing mindset requires the capacity to

- Discern the major geopolitical and cultural trends affecting marketing in Asian markets;
- Identify opportunities in the changing political and economic environment;
- Understand the importance of consumer behavioral differences in different markets;
- Comprehend the role of marketing research in marketing Asian and its drawbacks as well as be able to identify appropriate research approaches for solving different information needs in marketing in Asia;
- Recognize advantages, and disadvantages of various entry modes when designing market entry strategies for specific Asian markets;
- Appreciate the standardization versus differentiation issue in the design of the marketing mix for these markets;
- Follow up on topical issues plaguing these Asian markets, diagnose these problems, and be creative in suggesting possible solutions to these problems.

## **COURSE FOCUS**

This course will focus on the leading economies in the Asian market, the Asian producer and the Asian consumer and buyer. We will explore the various marketing issues with particular emphasis on the various issues idiosyncratic to marketing to Asian markets. In addition to case analyses, discussion of cultural as well as geopolitical differences, and ongoing examination of current trends, each team will focus on a particular Asian market and complete a marketing plan of going-to-market with an Asian perspective entering the Asian market. Active participation and exchanges by course participants are essential to a productive course.

## **COURSE FORMAT**

This class emphasizes learning by doing. Each of the class sessions will include the following:

1. Presentation and discussion of the subject matter  
These presentations are designed to take the subject matter beyond what is covered by your readings. Interactive discussions will be encouraged.
2. Case discussions or class problem sets  
With the exception of the first and last sessions of the course where introduction and concluding comments of marketing in Asia will be made, each class session will comprise of either a case for analysis, a role-playing game or a problem set to work on in class.
3. Guest speakers  
Where appropriate and available, we may have guest speakers invited to speak on the specific topic to share their professional expertise in the different areas of global marketing

## **ASSESSMENTS**

You will be assessed both on individual as well as group work. The grade you will receive on your team project will be weighted based on your team evaluation scores.

Individual component:	55%
Class Participation:	25%
Individual Case Analyses +Reflection	20 %
Social Media Assignment	15%
Team component:	45%

Team Term Project		35%
○ Country Presentation	15%	
○ Market Entry Presentation	20%	
Team Mutual Evaluation		10%

## **CLASS PARTICIPATION**

The quality of the learning environment of an interactive, case-driven course is highly dependent on class participation. It is your responsibility to prepare yourself to participate in class discussions by going through the assigned readings and raising questions relating to the course subject matter of the day. While active participation is encouraged, occupying “air time” without offering substantial contribution to the discussion is discouraged.

We all count on each other to make this a healthy, supportive learning environment. With active participation, we can help each other learn not only from the course materials, but also from each other.

More detailed information on each session, including questions to guide readings, case discussions and details on assignment deliverables will be posted on the ivle module site.

## **INDIVIDUAL ASSIGNMENTS**

You are required to be prepared for all assigned cases for class discussion. You may be asked to summarize the case in class verbally. This will contribute to your participation grade but preparing for the cases and readings is an important assignment in this class.

One individual assignment would be an ongoing Internet-based social media assignment. You are to participate and submit a reflection including a compilation of all your posts at the end of the exercise.

You will be responsible for three brief case analyses of any of the cases to be discussed in class. You will also be guided through the case analysis process.

You will be given a final individual assignment that assesses your learning during this semester. This will be a short write-up of marketing knowledge gained throughout the course.

## **TEAM PROJECT**

This project is designed for you to gain practical experience in creating a marketing plan to launch a product/service in a foreign market. The goal of this project is to provide you with the opportunity to work in a team and to pull the resources of each team member to complete the project. You will be given the opportunity to evaluate the contribution of each team member at two points during the course: a mid-point review so each team members understands how his/her contribution is being perceived by the rest of the team; and a final evaluation at the conclusion of the project. This evaluation consists of two questions:

1. If the future of your business career depended on the success of this project, on a scale of 1 to 5, please rate the degree to which you would include this team member in your team.
2. If you could only recommend one person for promotion in the team and it cannot be yourself, would you recommend this person (you must choose one person from your team for promotion).

Your project involves two phases. The first one is a presentation of the foreign country market to which your project is based. The second phase is the actual entry. Both of these require actual in-class presentations.

Real company cases will be arranged and your team will have an opportunity to bid for the case of your choice. These cases involve entering various Asian markets.

Your team is to complete a marketing plan for the company in question. Detailed instructions of the project will be provided. You will learn how to apply what you learned in the course into a real-world situation as well as how to complete a compelling marketing plan.

Specific check-points throughout the semester are given on the course schedule. These due dates are specified so as to make sure that all team projects are on track.

### **TEAM PARTICIPATION**

Teams will be participating in various in-class exercises. The cumulative effectiveness of each team will be evaluated and the results of these evaluations will be the team participation grade.

### **REQUIRED MATERIALS**

Readings:

Readings Package to be provided in class.

HBSP Cases:

A case package will be provided in class.

### **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/>

## READINGS AND COURSE SCHEDULE

The following table shows the tentative course schedule, readings and team assignment due dates.

WEEK	DATE	TOPIC	READINGS/CASES	ASSIGNMENT
1	Aug 12	Course Introduction: Why Study Asian Markets		Introductions Project Considerations
2	Aug 19	The Asian Economies	In class exercise	Team Assignments
3	Aug 26	The Asian Legal Political, Technological Environment	In class exercise	Team Project Proposals Due
4	Sep 2	The Indian Market	Case 1	
5	Sep 9	The Chinese Market	Case 2	Team Project Outline Due
6	Sep 16	The Greater Chinese Market	Case 3	
Recess Week: no class				
7	Sep 30	The Japanese Market	Case 4	
8	Oct 7	The South Korean Market	Case 5	
9	Oct 14	Indonesia and Malaysia	Case 6	
10	Oct 21	Vietnam and Burma	Case 7	A class experiment on learning via social media.
11	Oct 28	Thailand and the Philippines	Case 8	
12	Nov 4	Future Developments/ Trends of Asian Economies	In class exercise	Team Project Marketing Plan Outline Due
13	NOV 11	The Idiosyncrasies of Marketing in Asia		TEAM FINAL PRESENTATION

