

**NATIONAL UNIVERSITY OF SINGAPORE
NUS BUSINESS SCHOOL
DEPARTMENT OF MARKETING**

MKT2401B ASIAN MARKETS AND MARKETING MANAGEMENT

Lecturer: Regina Yeo
Email: bizyblr@nus.edu.sg
Session: Semester 1, 2016/2017

Course Description

This course aims to impart marketing concepts, tools and techniques that may be applied to help overcome the challenges and issues in marketing management. It also provides an Asian perspective to the marketing management process.

The course will be taught in an interactive manner and students are encouraged to engage in active participation so as to enrich the learning experience. Curriculum planning and delivery will involve case analyses, class discussions and group projects.

Course Objectives

The course emphasizes the following:

- ✓ Primary and changing perspectives on marketing management in Asia and its impact on the region and globally
- ✓ Understanding the impact and influence of Asian culture and markets
- ✓ Applied marketing management and strategy
- ✓ Develop good critical thinking and writing skills, and communication skills

Assessment Components

(to be finalized)

Individual Assessment

Class Participation	15%
Individual Assignment	20%
Test	25%

Group Assessment

Case Presentation	15%
Final Project	25%

Recommended Textbook

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 (**KALT**)

Recommended Readings

Do go through the recommended readings to have a better understanding of the course.

Recommended Websites

www.brandchannel.com

www.adweek.com

www.adage.com

<http://sg.nielsen.com/site/index.shtml>

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/>