

**National University of Singapore**  
**Department of Marketing**  
**MKT2401C Asian Markets and Marketing Management**  
**Course Outline**

**(Note: The document is tentative and the content is subject to changes.)**

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Session: Semester II 2015/2016  
Class Time: 11:00am-1:35pm Class  
Location: BIZ 2, 04-13A, Office  
hours: 5:30-6:30pm, Tue or By  
appointment

### **Course Description and Objectives**

This course is designed to improve your skills in analyzing marketing decision problems and making marketing recommendations. This course consists of case analysis and quantitative analysis (e.g., marketing metrics analysis, big data introduction) training. The idea of quantitative analysis is to help you develop the basic skills of building models to analyze marketing decision problems and compute marketing metrics which are useful information for managers to make decisions. Meanwhile case analysis and discussion help you to learn decision making by putting you in the position of a decision-maker in the real world, facing all the constraints and considerations s/he faces. The objectives are:

- Provide you with practical, decision-making experience necessary for a career in the dynamic global business economy;
- Integrate skills learned in other business courses, in particular, marketing courses, and apply that knowledge to marketing situations;
- Develop strong logical and quantitative analysis skills;
- Expanding your communication skills by learning to present information and recommendations in a clear and concise manner.

### **Textbook Reference (Suggested not required)**

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.

Contents: Not all topics in the textbook will be covered in class. Instead, class time will be spent on topics that are especially important and interesting and on case discussions. And you will also have topics taught in class but not covered in textbook. ***Exams will only cover topics taught in class.***

## Performance Feedback

Coursework	Weight
Quiz (Individual)	40
Group project (Group) and In-class presentation	25
Case assignment and in-class discussions (Group)	20
Class Participation	15
TOTAL	100%

## Quiz

There will be a closed book final quiz. The quiz is to test your understanding of the materials covered in class. **Only the content taught in class will be covered in the quiz.** The review outline for the final quiz will be provided a few weeks before the date of the final quiz. Please make sure that you are available on the date of the quiz. A make-up quiz will only be administered in the case of a job interview, and participation in a university-sanctioned activity or with a medical excuse signed by a licensed medical professional.

## Case Assignment

There are two cases that will be discussed in the class. Each group is required to work on **two** case assignments. You may form a group not exceeding six students to work on the group assignment and project (Note: the ceiling for the number of students in a group may be adjusted based on the session size). Please report your group members by **Jan, 26<sup>th</sup>**. In that class, a representative of each group may come to get a draw for your group number. If your group representative gets “1” for the draw, then your group number is 1.

Case analysis questions will be provided for each case. You should address all of my case discussion questions in the case assignment. The case assignment has a page limit of 5 pages (1.5 spaced, Times New Roman, 12 point) at maximum, excluding tables, exhibits and appendices. The case assignment questions will be uploaded separately later. The groups which are doing assignment for a case are required to actively participate in the in-class case discussions for that case. The groups which are not doing assignment for a case are strongly suggested reading the case and participate in the discussions as well.

## Course Project

Each group will pick an industry. Within this industry, two companies will be chosen:

1. A company which is doing well (in terms of either market share by sales or profits), and
2. A company which is not doing as well as 1.

Note: The two companies should be either Asian companies or western (European) companies in Asian markets.

The task is to:

- (a) Completely analyze and compare these two businesses with regard to their **marketing** practices. In particular, you should focus on the analysis of **marketing** issues (e.g., customer, competitor, industry, technology, government, self, branding, product (innovations), positioning, pricing, distribution, advertising), which you feel important in explaining the *differences* between the performance of two companies. Non-marketing reasons should be briefly mentioned. Clearly outline your assumptions and thought processes.
- (b) Suggest actions and strategies (on each issue), which you feel would enable the weaker and stronger company to improve its market position. Clearly outline your assumptions and thinking.

Your selection of two companies will have to be approved by the instructor (before Feb 19<sup>th</sup>), although you will be given considerable freedom to follow your own interests. Since the project will require a significant amount of time and effort, it is **important** that you select companies in which you are personally **very interested**.

Some suggestions to increase the probability of generating a very good project are:

1. Start early.
2. Define the industry carefully. Don't designate the industry as all restaurants, and then compare McDonald's to the Steelhead. If you decide to pick two large companies, such as IBM and HP, carefully constrain the product class, e.g. laptops, so as to avoid a mega-corporation analysis.
3. Attempt to develop some structure before you go about collecting information. The laundry list may be helpful in this regard.
4. Be flexible on your sources of information. Discussions with key executives, current and potential customers, competitors, published information from public sources and the company, personal observations, etc.

The project report is due on **March 28<sup>th</sup>**. PowerPoint presentation should be emailed to the instructor at least one day before the presentation. **The presentation is about 30 minutes including Q&A.**

The course project report has a page limit of 10 pages (1.5 spaced, Times New Roman, 12 point) at maximum, excluding tables, exhibits and appendices. The suggested structure for the course project report:

1. A brief introduction of the two firms;
2. The main part:
3. (1) analyze and compare the differences between the marketing strategies (practices) of the two firm;  
(2) your suggestions and recommendations.

**Note:** Each group member is expected to contribute to the group case assignment and course project. Therefore each group member needs to fill out the group work evaluation form for each member including yourself in your group. Note that the group evaluation

form will be uploaded into IVLE and the submission deadline is **April 4<sup>th</sup>**. The group member who is considered not to contribute to the case assignment or the group project will receive credit deduction for your group's credit of case assignment part or the group project part. For example, if you are considered not to contribute to the group work by the majority of your group members, you will not be able to receive the same credit as your other group members.

## **Class Participation**

Marketing Management is a participation sport. All students are expected to be **present, punctual, and prepared** to contribute to all class sessions. The purpose of this portion of grade is meant to give you strong incentives to **actively participate in discussions for cases and regular lectures**, especially for the cases which your group is not assigned to do the case assignment. Also it is to give you practice in stating and defending your opinions orally. You will be evaluated on both the quantity and quality of your contribution to class discussion. **Please bring your name card to the class hence I may know you and record your class participation better.**

## **Class time**

For students to commute between different classrooms, following the school newly released policy, the class will start at 8am (for morning session) and 2pm (for afternoon session), and the class will try to end 10:35am (for morning session) and 5:35pm (for afternoon session). So the lecture time is generally as follows:

Morning session: 8:00am-10:35am  
Noon session: 11:00am-1:30pm  
Afternoon session: 2:00pm-4:35pm

## **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/>

Course Outline (Note: All schedules are tentative and subject to change.)

Date	Topics	Recommended Readings and Assignments
Week 1 (Jan 11)	Introduction and Connecting with Consumers (I)	Chapters 5
Week 2 (Jan 18)	Connecting with Consumers (II) Identifying Segments and Targets (1)	Chapters 5 CLV exercise by group Articles recommended <b>Jan 20<sup>th</sup>: Deadline to form your group</b>
Week 3 (Jan 25)	Identifying Segments and Targets (II) and Positioning	Chapter 8 Articles recommended
Week 4 (Feb 1)	Branding	Chapters 9 Articles recommended
Week 5 (Feb 8)	<i>Chinese New Year Holiday</i>	
Week 6 (Feb 15)	Competition and Product Strategy	Chapters 11 and 12 Articles recommended <b>Case 1 Deadline to submit your industry and company choice</b>
<i>After Reading Week</i>		
Week 7 (Feb 29)	Pricing Strategy (I)	Chapter 14
Week 8 (Mar 7)	Pricing Strategy (II)	Chapter 14
Week 9 (Mar 14)	How to communicate value?	Ho

w to Deliver Value?

Chapter 15 , 16, 18  
Articles recommended  
**Case 2**

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Week 10 (Mar 21)	Big data special session (I)	Articles recommended
Week 11 (Mar 28)	Group Project Presentation Big Data special session (II)	Articles recommended <b>Due date for project report</b>
Week 12 (Apr 4)	Group Project Presentation Summary lecture for the course	Articles recommended
Week 13 (Apr 11)	No class on Apr 11. Exam is scheduled on the night of Apr 12.	<b>Exam (the night of Apr 12)</b> <b>6:30-8:30pm</b> <b>Venue: TBD</b>