NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT2401B   ASIAN MARKETS AND MARKETING MANAGEMENT

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CLASS SCHEDULE: Mon 11AM to 2PM (B1)
Mon 2PM to 5PM (B2)

VENUE: BIZ 2 #02-01

SESSION: SEMESTER II, 2016/17

COURSE OBJECTIVES

This course builds on the introductory MKT1003 course and aims to develop the analytical skills required of marketing managers. It is designed to help improve skills to apply the learning from the introductory course in an integrative manner including the analysis of marketing situations, identification of market opportunities, and development of marketing strategies. Students are expected to critique existing strategies, make and defend concise recommendations.

A case-based approach is used in this course and relies on reading, analysis and discussion to create learning. Each case will put you in the position of a decision maker facing real constraints and considerations. Students should benefit from experience in problem-solving and business decision-making, develop logical analysis skills, and learn to present information in a clear and concise manner.

EXPECTATIONS

Students are expected to adequately prepare for each case in this course. Each case requires approximately 3 to 4 hours (varies between individuals) of preparation time. In addition, students need to be prepared to devote significant time and effort in the term project. This course is not suitable for students who dislike group work (please see section on "peer evaluation" on page 3).

READINGS

There is no required textbook. You are free to use any Marketing textbook you like. Kotler and Keller (2016) is a framework book that is easy for quick reference/revision. For your convenience, topics are mapped to readings in Kotler and Keller (2016). Additional readings will be assigned during the semester.

Kotler, Philip, and Kevin Lane Keller (2016), *A Framework for Marketing Management*, 6th edition, Pearson: Essex

ASSESSMENT METHODS

1.	Class Participation:	20%
2.	Individual Presentation (case analysis):	10%
3.	Mid-term Test:	30%
4.	Group Case Analysis* (slide deck):	40%
	TOTAL:	**100%**

(*subject to peer evaluation)

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

1. 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. Students who do not prepare for cases will be penalized.

2. Individual Presentation
Each student should present a substantive portion of the group work at least once for the group case analysis. Answering questions on behalf of the team, especially for the portion you present during the Q&A counts towards this grade.

3. Mid-term Test
A mid-term test will be held in class on **27 Feb (Mon)**. Unless there are medical grounds, students will not be excused for this session. Please check that you do not have any clashes with other modules or commitments. More details of the test format will be announced in class.

4. Group Case Analysis
Each group (group size will depend on class enrolment) will be responsible for analyzing the case assigned and to present the analysis to the class in a 20-minute presentation. Groups in charge are also responsible for answering queries from the rest of the class in the 15-minute Q&A session that follows.

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%
Adequacy of analysis of issues; includes all financial calculations (where necessary), supported by relevant and comprehensive research	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%
Slide deck – language, clarity, referencing	10%

The presentation slide deck must be submitted through IVLE before 9am on the Monday of the week of your case presentation, regardless of the class you are in (e.g., Case 1 is due on 7 Sep). **A hardcopy of the same slide deck must be submitted at the beginning of the lesson.** No late submissions will be accepted.

The requirements of your submission are listed below:
☐ Cover sheet: please download from IVLE.
☐ Presentation slide deck: These are the slides you will present to. As there is no report, please ensure that all sources of information are properly cited. Please be mindful of the presentation time limit.
☐ Tables/Exhibits: **five slides maximum** of tables/exhibits, if necessary. The exhibits should be clear and supportive of the analysis. Slides on tables/exhibits should be referenced in the main slide deck (e.g. "5% increase in prices leads to decrease in post-tax profits by 10% (Exh. 3).") and can be referred to during the presentation Q&A.
☐ Reference list.

Peer Evaluation
There will be **peer evaluation** for group assignments. 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 both group assignments will be weighted by this average peer evaluation score. As such, poor contribution to group work will affect your grade adversely. For example, if your average peer evaluation score for the term project is 50%, and your group scores 90%, your personal score for that component is 45%.

The peer evaluation form can be downloaded from the course IVLE, and is to be emailed to me latest by the day after your group's case and project presentations. Your evaluations will be treated confidentially. Non-submissions would be assumed as 100% contributions for all group members.

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/

Week	Date	Topic/Assignment	Readings
1	Jan 9	Course Introduction & Administration Understanding Marketing as a Strategy **Case Discussion: From Hardware to Software: The Story of IBM**	Ch 1
2	Jan 16	The Marketing Process, Assessing Market Opportunities	Ch 2, 3 (pp 69-75), 4
3	Jan 23	Segmentation, Targeting, & Positioning **Case Discussion: The Fashion Channel**	Ch 6, 7
4	Jan 30	Marketing Metrics **Case 1: Cialis**	
5	Feb 6	Understanding Consumers in Asian Markets	Ch 5
6	Feb 13	Branding **Case 2: Citibank India Credit Cards**	Ch 8
7	Feb 18 (Sat)	Guest Speaker Session: Managing Brands in Asia	
	Feb 20	RECESS BREAK	
8	Feb 27	Mid-term Test	
9	Mar 6	Product Strategy and Customer Value **Case 3: Colgate Sensitive in India**	Ch 9
10	Mar 13	New Product Development **Case 4: P&G India**	
11	Mar 20	Pricing and Distribution Strategy **Case 5: Pernod Ricard's Thai Whiskey War**	Ch 11, 12, 13
12	Mar 27	Promotion Strategy **Case 6: Brannigan Foods**	Ch 14
13	Apr 3	Course Summary and Discussion Forum	