COURSE OBJECTIVES

Segio Zyman, ex-Chief Marketing Officer of Coca-Cola Company defines marketing as "Selling more stuff to more people more often for more money more efficiently".

Contrary to what most people think, Marketing is an investment, not an expense. In this practical marketing course, you will learn marketing strategies and plans adopted by leading local and international companies. You will gain insights into how marketing decisions were made and most importantly, how these decisions played a pivotal role in the growth of these companies.

You will acquire in depth knowledge on how to develop positioning statements, segment the target markets and develop an integrated marketing campaign (IMC) to drive sales and build market share.

This course will cover both the case method and real practice.

The case method is intended to structure your strategic marketing thinking when evaluating marketing campaigns. You will be required to produce individual work an assigned cases or topics, summarizing issues and points brought up during class discussions.

The highlight of this course is the company sponsored project. Students will be required to work as a team to research on the industry, competition and brand. Based on the gaps and opportunities identified, and ensuring that proposed strategies are in line with brand positioning and brand values, you will develop an IMC for the brand. Finally, you will be pitching your presentation to management teams of the sponsored company.

The course will serve as a good introduction to those interested to join the marketing profession or those who are keen to find out how marketing is the driving force for the growth and survival of many world class companies.

COURSE MATERIALS

Lecture notes will be posted on the course webpage at the before the start of each week.

The following text is for reference:

M: Advertising by William F Arens, David H. Schaefer, Michael F. Weigold. Publisher : McGraw-Hill Irwin 2014.

EVALUATION

Coursework	Weight
Course project	45%
Individual Presentation	10%
Class test	10%
Individual assignment	20%
Class participation	15%
Total	100%

1. COURSE PROJECT (45%)

This is a group-based project. Group members will be required to research on the brand and propose an integrated marketing campaign to meet specific objectives. The completed work will be presented to a management team of the sponsoring company where your project will be evaluated.

The task will require the team to perform the following tasks:

Part 1 - Research (15%)

- Develop a clear and precise research brief to determine research objectives, scope and methodologies.
- Conduct in-depth studies of the industry the brand competes in and the target market it serves.
- The research will include studies of both primary and secondary data.
- Finally, the team will submit a research report based on the findings to determine gaps and opportunities.

Part 2 - Project presentation to sponsoring company (30%)

- The team will propose a promotion strategy and develop action plans in line with the positioning and brand values to meet the objectives of the project.

- Propose marketing plans should include with marketing calendar, timeline and budget and operational considerations if any.
- 30 minutes presentation excluding Q&A.

Grading criteria:

Research 15%

- Clear and precise research brief.
- Depth of research. Design of questionnaire/discussion guides and methodology.
- Analysis of findings and recommendation.

Proposal 30%

- Clarity of strategies and ideas. Ability to demonstrate clear understanding of objectives, brand positioning, research findings, and finally recommend suitable strategies and plans for the brand.
- Presentation. Quality of presentation and presentation skills.
- Creativity. Innovation and freshness of ideas.

Note: As this is a group project, marks will also be awarded/penalized based on team member contribution.

2. INDIVIDUAL PRESENTATION (10%)

- You will be required to research and present a case study. Grading will be based on presentation material/understanding of topic and delivery of presentation.

3. CLASS QUIZ (10%)

- There will be a written test based on topics taught.

4. INDIVIDUAL ASSIGNMENT(20%)

- You are to research on a brand and discuss how it has successfully or unsuccessfully positioned itself in the market. Your assignment will include discussions on the market the brand competes in, its target audience/s, brand positioning and strategies. As this is a promotions management module, you will need have provide an in-depth discussion of the promotion strategies and plans that the brand adopts.

5. CLASS PARTICIPATION (15%)

Please be present and punctual for all the lessons. Class participation is a good way to develop your critical thinking. You are strongly encouraged to participate in class discussions.

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 (SUBJECT TO CHANGE)

Date	Topics
Week 1	Introduction to Promotion Management • What is marketing? • Why do companies run promotions? • Positioning against your competition
Week 2	Positioning and Strategies • 'Without Strategies, You aren't going anywhere" Sergio Zyman

Course project: You will be required to form groups of 5 or 6 and send me the group list by email. Please cc all your group members in the email.

Deadline: By week 4.

Week 3	Segmentation strategy. Research planning.
	• Defining your target market
	  o Understand how companies determine their target segments.
	• Research
	  o How do companies conduct research?
	  o Common sources of secondary research.
	  o Developing research brief.

Week 4	Class test and Project Briefing

Course project: Part 1 Research

- Analyse the objective/s of the campaign.
- Develop research brief. Determine research objective, methodology and scope.
- Conduct research.
- Analyse findings and recommend course of action.

Deliverables

1) Research brief : Max <u>three pages</u> excluding cover.

2) Research findings : Max <u>ten pages</u> excluding cover, content, appendix (e.g. questionnaire, other analysis.)

Format: Word document font 12.

Dateline: Email and hard copy submission of findings during lesson on week 8.

Week 5 Marketing planning and budgeting

- Determine business drivers
- Marketing budget planning.

Week 6 Developing an Integrated Marketing Campaign (part 1)

- Developing an advertising campaign
- What companies do when competition position against their brands
- Developing a creative brief

Individual assignment:

You will be required to submit a write up no longer than **6 pages** (excluding cover, references) on the positioning, brand values, marketing strategy and promotion mix on a brand you research on.

Dateline : Hard copy submission during lesson on week 10.

RECESS WEEK

Week 7 Developing an integrated marketing campaign (part 2)

- Planning a sales promotion
- Sponsorship as a strategy

Week 8 An IMC Example. Case study : Cola War.

Week 9 Project feedback 1

- Feedback on research assignment
- Interim ideas

Week 10 Marketing luxury products.

Week 11 Project presentation

Week 12 Project presentation

Week 13 Project review and Summary

ABOUT THE LECTURER

Ms Lam Hwee Lim is a marketing professional with more than twenty years of experience in business and product management; including regional business development, business analytics, channel management, research, branding and PR management. She has worked for global and local companies including Sara Lee, Novartis and Coca Cola, as well as OCBC and UOB.

Some of the brands she has worked on include F&N, Sprite, Coca-Cola, Nescafe, Ambi Pur, Kiwi and Gerber. She has also managed global OTC brands before moving to the banking sector where she spent the next nine years crafting branding and consumer marketing strategies for the banks. Some of her notable marketing successes include launch of Nescafe canned coffee, defending market share of Coca-Cola during the Pepsi Blue launch, strategizing an IMC for UOB Cards, the launch UOB Visa Infinite Card and rebranding of UOB Thailand.

Hwee Lim is an alumni of NUS Business school and also holds an MBA in Strategic Marketing from the University of Hull.