

PROFESSIONAL DIPLOMA IN ASIA-PACIFIC MARKETING

MODULE OUTLINE



PDM001 Marketing Research

Module objectives

To provide students with the fundamental skills in research design and analyses necessary for making sound marketing decisions. Given the diverse economic, educational and cultural characteristics in the Asia-Pacific region, marketing researchers would have to be sensitive to cross-cultural differences that may impact their approach and results. As consumers become more sophisticated along with the economic progress in their respective countries in the region, research techniques will need to evolve accordingly. This module provides a range of practical research methods. Applications and drawbacks of each technique will be discussed in the context of the Asia-Pacific market.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the proper use of various research techniques (when and how to use them) either for improving in-house research or for evaluating research projects farmed out to external research consulting firms.
- 2) Know the techniques used for different research objectives (e.g., customer profiling vs. product testing vs. price testing).
- 3) Design efficient and effective research programmes that provide solutions to stated objectives.
- 4) Apply the research results to see the managerial implications.
- 5) Appreciate the intricacies of conducting marketing research in the Asia Pacific region.

Outline syllabus

- 1) The research process
- 2) Qualitative research techniques
- 3) Quantitative research techniques
- 4) Sampling
- 5) Applications
- 6) Research report preparation & presentation
- 7) Marketing research in the Asia-Pacific

Pedagogy

This module will be delivered using a combination of lectures and tutorials. Highly interactive techniques such as discussion of up to date articles and case studies are employed. Students are engaged in marketing debate on issues covered in the module.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	5%
2	Tutorial Exercises	5%
3	Group Project	20%
4	Final Written Examination	70%
	Total	100%

PDM002 Marketing Communications

Module objectives

To provide a sound understanding of and an integrated approach towards the marketing communications mix. It will also assess the impact of globalisation of markets on marketing communications. In this connection, an understanding of the cultural, legal and lifestyle dimensions of various Asia-Pacific markets will be developed.

Learning outcomes

At the end of this module, students should be able to:

- 1) Understand the impact of culture, values and lifestyles on consumer attitude and behaviour towards and the execution of various marketing communication elements.
- 2) Plan and manage communications programmes at both national and regional levels.
- 3) Handle regional and worldwide advertising and promotion campaigns.
- 4) Have insight into the media landscape in the Asia-Pacific region.
- 5) Have some knowledge of the rules and regulations governing marketing communications practices in selected Asia-Pacific countries.

Outline syllabus

- 1) The global marketing environment
- 2) Developments in Asia-Pacific
- 3) Advertising planning
- 4) Advertising strategy

- 5) Creative development and execution
- 6) Media planning
- 7) Other promotional mix elements

Pedagogy

A mixture of lectures, class and group discussions and tutorial-style questions will be used. Class sessions will explore ideas and compare practical applications against established advertising and promotion theories and concepts or conduct. Discussions will focus on current issues and challenges facing marketing communicators in the Asia-Pacific, and how they can apply the appropriate tools. Students will also engage in experiential learning through an oral and written group project.

Assessment

No.	Assessment Activity	Percentage (%)
1	Group oral presentation	10%
2	Group written project	20%
3	Final written examination	70%
	Total	100%

PDM003 Marketing Strategy

Module objectives

To inculcate in students a managerial, analytical and comprehensive approach towards strategic marketing management. Covering the basic disciplines of economics, behavioral science and mathematics, concepts and strategies to analyse market problems and opportunities will be used. This will be augmented with real company cases as illustrations. As part of the learning process, company cases from the Asia-Pacific region will also be used for analyses in which students can meaningfully apply the strategies learnt. The Asia-Pacific perspective is provided by way of application of strategies to specific regional countries, given their distribution, legal and cultural characteristics.

Learning outcomes

At the end of this module, students should be able to:

- 1) Identify similarities and differences among various Asia-Pacific countries that have implications for a firm's marketing strategies.
- 2) Understand the different stages of progress the Asia-Pacific countries are in, and hence, the applicability of various marketing strategies for each market.

Outline syllabus

- 1) Corporate strategic planning
- 2) Analysing the external environment in the Asia-Pacific region
- 3) Opportunity search
- 4) Competitive strategy
- 5) Strategies for market expansion in the Asia-Pacific region
- 6) Implementation and delivery

Pedagogy

This module will comprise of lectures, class assignments and group project. Interactive sessions and group discussions of up-to-date articles and case studies constitute part of the curriculum to facilitate understanding of marketing applications. Students are also encouraged to raise practical discussions applicable to their work during the course.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	5%
2	Tutorial Exercises	5%
3	Group Project	20%
4	Final Written Examination	70%
	Total	100%

Module objectives

The Module will provide the foundation of understanding of the environment and business development within the markets of the Asia-Pacific Region. Studies will focus on (1) Asia-Pacific Region in general; (2) North and North-East Asia covering China, Hong Kong, Taiwan, Overseas Chinese, Japan and South Korea; (3) South-East Asia covering Singapore, Malaysia, Indonesia, Thailand, Vietnam and the Philippines; and (4) Rest of the Asia-Pacific Region covering India, Sri Lanka and Australia. The course will provide a general understanding of what has happened in the past, update on what is happening presently, and guide participants in making environmental analysis and projections of future trends. The Political, Economic, Social-Cultural, Technological and Security Environment (PESTS) that affect business and investments in markets/countries of the Asia-Pacific will be examined. It will also look into the Strengths, Weaknesses, Opportunities and Threats (SWOT) related to industries in selected countries, and to ascertain their attractiveness for trading, investments and joint ventures.

Learning outcomes

At the end of this module, students should be able to:

- 1) Ascertain the impact of economic and industrial development on the business practices of firms operating in the Asia-Pacific markets.
- 2) Understand how the political, economic, socio-cultural, technological and security environment impacts business operations in the Asia-Pacific markets.
- 3) Overview of the relationship between business and government in the Asia-Pacific countries.
- 4) Delineate and discern the managerial characteristics, strategic orientations and performance of firms of various national origins emanating from Asia-Pacific region.

- 5) Analyze the business and economic interactions of the various Asia-Pacific countries and the regionalisation and globalisation of their state and private sector enterprises.
- 6) Understand the business attractiveness of selected countries.

Pedagogy

This module is conducted on an interactive seminar style. It includes briefings (lectures), interactive discussions, group exercises, group oral presentations, critique and videos relevant to topics of the sessions.

Students are also encouraged to actively engage by giving their views on issues covered in the module.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation and Presentation	10%
3	Group Project Written Report	20%
4	Final Written Examination	70%
	Total	100%

PDM005 Asia-Pacific Marketing Management

Module objectives

To enhance students' knowledge and skills by integrating the concepts and strategic frameworks taught in previous modules towards analysing specific marketing cases on the Asia-Pacific region. Such a process would enable students to understand the relationships between specific functional strategies, appreciate that strategies are dependent on one another and adopt a longer term and more bird's eye view of the strategies recommended within the Asia-Pacific context.

Learning outcomes

At the end of this module, students should be able to:

- 1) Identify and define key problems in marketing case studies.
- 2) Conduct comprehensive situational analyses relevant to the problems, including an internal analysis of a company's strengths and weaknesses and an external analysis of its environmental threats and opportunities.
- 3) Formulate and evaluate appropriate courses of action to solve the problems.
- 4) Forward specific recommendations with regard to marketing objectives, strategies, plans, budgets and time horizon for implementation of these recommendations.
- 5) Substantiate their positions with pertinent qualitative and quantitative analyses.
- 6) Prepare and present appropriate marketing case reports.

Outline syllabus

Students will be given **one** strategic marketing case on the Asia-Pacific to analyse. They will be given the case a month before the examination to analyse. The unseen questions will only be given in the three-hour

examination. Students are reminded to answer only those questions asked about the case.

Pedagogy

This module will be delivered using a combination of lectures and tutorials. Highly interactive techniques such as discussion of up to date articles and case studies are employed. Students are engaged in marketing debate on issues covered in the module.

Assessment

No.	Assessment Activity	Percentage (%)
1	Class Participation	5%
2	Tutorial Exercises	5%
3	Group Project	20%
4	Final Written Examination	70%
	Total	100%