

Asian Marketing

Course Title	Asian Marketing		
Course Code	ASM411B	Course Type	Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	<ul style="list-style-type: none"> ● Developing marketing strategies and plans ● Capturing marketing insights and performance ● Connecting with customers ● Building strong brands ● Shaping the marketing offerings ● Delivering and communicating value ● Creating successful long-term growth
2. Asian Expertise	25	
3. Creative Management Mind	25	
4. Cross Cultural Communication	5	
5. Social Responsibility	20	

Course Description

This course teaches students about what constitutes modern marketing in Asia in the dynamic commercial environment. In this course, students will learn how to develop marketing plans, how to understand the major environmental factors in our changing marketing environment, and how to use a framework for including ethical and social responsibility considerations in marketing decisions. At the end of the course, students will have a better understanding of how to capture marketing insights and performance, connect with customers, build strong brands, shape marketing offerings, deliver and communicate value, and create successful long-term growth.

Learning and Teaching Structure

The course will be taught as a mixture of lectures and exercises. Important marketing concepts will be introduced via classroom lecture and discussion while exercises will allow (the) student to gain knowledge of the practical aspects of marketing on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance	20	Title: Marketing in Asia
Homework	20	Edition: 2/e
Exam 1	20	Author(s): Roger Kerin, Steven Hartley, William Rudelius, and Geok Theng Lau
Exam 2	20	Publisher: McGraw-Hill
Exam 3	20	ISBN-13: 9781259007897

Course content by Week

1	Creating Customer Relationships and Value Through Marketing
2	Developing Successful Marketing and Organizational Strategies
3	Scanning the Marketing Environment
4	Ethical and Social Responsibility in Marketing
5	Understanding Consumer Behavior
6	Understanding Organizations as Customers
7	Midterm Exam
8	Understanding and Reaching Global Consumers and Markets
9	Marketing Research: From Customer Insights to Actions
10	Segmenting, Positioning, and Forecasting Markets
11	Developing New Products and Services
12	Managing Products and Brands
13	Managing Services
14	Building the Price Foundation
15	Final Examination