



Asia Marketing Federation

CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Asia Marketing Management

Module objectives

This module aims to enhance candidates' knowledge and skills by analyzing specific marketing cases on the Asian region. Such a process would enable candidates 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 Asian 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 internal analyses of a company's strengths and weaknesses and 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.

Syllabus

Candidates will be given, a month before the scheduled examination, **one** strategic marketing case on Asia to analyze. The unseen questions will only be given in the three-hour examination. Candidates are reminded to answer only those questions asked about the case.

Candidates are advised to read the recommended text as a guide to the contents of the syllabus.

Recommended reading

Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M. and Tan, C. T. (2013) *Marketing management: an Asian perspective*. 6th edn. Pearson.

Indicative reading list

Iacobucci, D., Shannon, R. E. and Grigoriou, N. (2015) *Marketing management in Asia*. Cengage Learning.

Kerin, R. A., Lau, G. T., Hartley, S. W. and Rudelius, W. (2015) *Marketing in Asia*. 3rd edn. McGraw-Hill.

Mullins, J. and Walker, O. C. (2013) *Marketing management: a strategic decision-making approach*. 8th edn. McGraw-Hill.

Best, R. (2013) *Market-based management*. 6th edn. Pearson.

Hollensen, S. (2015) *Marketing management: a relationship approach*. 3rd edn. Pearson.

Doyle, P. and Stern, P. (2006) *Marketing management and strategy*. 4th edn. Pearson.