



Asia Marketing Federation

CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Marketing Communications

Module objectives

This course seeks to provide a sound understanding of and an integrated approach to the marketing communications mix. It will also assess the impact of globalisation of markets on marketing communications. Starting with an understanding of the sociocultural, economic, lifestyle and legal dimensions of various Asian countries, ideas and concepts will be discussed and developed to provide a broader appreciation of the integrated marketing communications process, and how IMC can be used at strategic and tactical levels in local and regional programmes.

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 towards and the execution of various marketing communication tools.
- 2) Plan and manage communications programmes at both national and regional levels.
- 3) Have insight into the media landscape in the Asian region.

- 4) Have some knowledge of the rules and regulations governing the marketing communications industry in selected Asian countries.

Syllabus

- 1) The global marketing environment and marketing communications overview
 - Global marketing: Global standardisation versus local adaptation in communications
 - Mass versus niche and micro marketing
 - Sociocultural and economic profiles of Asian consumers
 - Attitudes, values and lifestyles in Asian countries and their influence on advertising
 - The impact of 'new-age' advertising on Asian societies
 - Positioning strategies
- 2) Advertising: Creative approaches and media selection
 - Advertising theories and buyer behaviour
 - Creative appeals and execution styles in Asia
 - Media planning and strategy – conventional media channels in Asia
 - B-to-B, trade and consumer advertising in various countries
- 3) Interactive advertising, new media and regulations on marketing communications
 - Various types of new media and impact on advertising response and effectiveness
 - Pan-Asian advertising strategies and campaigns – examples of successful programmes
 - Regulations on advertising and promotions in selected Asian countries
- 4) Sales promotion for consumers and trade
 - Advantages and disadvantages of consumer promotions
 - Effective use of trade promotions
 - Challenges in designing and executing sales promotions in Asia
- 5) Public relations, sponsorship and event marketing
 - Organisational stakeholders and the role of "marketing PR"
 - Green marketing, corporate social responsibility, cause-related marketing and pro-environment activities in Asia
 - Sponsorship and event marketing in the promotion mix

- 6) Personal selling and direct marketing
 - The role of personal selling in consumer and business markets
 - Direct mail, database marketing and direct marketing in Asia – consumer and business applications
 - Viral and permission marketing
 - Trends and regulatory issues in sales practices and direct marketing in various Asian countries

- 7) Marketing communications for SMEs, MNCs and public sector
 - Strategies and tactics to reach small business customers
 - Minority and niche markets in Asia
 - Guerrilla and ambush marketing techniques
 - Marcoms for MNCs in local and regional Asian markets
 - Public sector and institutional IMC – strategic and tactical campaigns from selected Asian countries

- 8) Evaluating integrated marketing communications programmes
 - Message evaluation and measurement of behavioural responses
 - Assessment of the IMC programme IMC challenges and opportunities in various Asian markets

Recommended reading

Chitty, B., Luck, E., Barker, N., Valos, M., Shimp, T. A. and Andrews, J. C. (2014) *Integrated marketing communications*. 4th edn. Cengage Learning Australia.

Indicative reading list

Belch, G. E. and Belch, M. A. (2012) *Advertising and promotion: an integrated marketing communications perspective*. 9th edn. McGraw-Hill.

Ouwersloot, H. and Duncan, T. (2008) *Integrated marketing communications*. McGraw-Hill.

Lane, R., King, K. and Reichert, T. (2011) *Kleppner's advertising procedure*. 18th edn. Pearson.

Clow, K. E. and Baack, D. E. (2014) *Integrated advertising, promotion, and marketing communications*. 6th edn. Pearson.