



Asia Marketing Federation

# **CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)**

## **SYLLABUS**

### **Marketing Strategy**

#### **Module objectives**

To provide students with a comprehensive approach towards strategic marketing management in Asia. This module focuses on the complexity of the Asian consumers and its environment. Evaluation of actual companies' successes and failures offer the basis for understanding the respective strategies in relation to market problems and opportunities. As part of the learning process, company cases from the Asia region will also be used for analyses in which students can meaningfully apply the strategies learnt. Strategic marketing concepts will be used in the Asian perspective to provide relevant and practical strategies in the region.

#### **Learning outcomes**

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

- 1) Understand the dynamics affecting marketing in Asia and equip marketers with the necessary tools and skill set.
- 2) Apply appropriate marketing strategies across the various Asian countries despite their diversity and complexity.

## **Syllabus**

- 1) Corporate strategic planning
  - Market-oriented approach
  - Identifying strategic business units
  - Evaluating current business portfolio
  
- 2) Strategic decisions and marketing implication
  - Understanding the company's microenvironment (e.g., suppliers and intermediaries)
  - Understanding the company's macroenvironment (e.g., political, legal, demographic)
  - Understanding the company's competitors
  - Understanding the customers
  - Developing the Marketing Plan
  
- 3) Targeting attractive Market Segments
  - Analysing consumer trends
  - Establishing a marketing intelligence system
  - Market segmentation, targeting and positioning
  
- 4) Implementation and delivery of marketing mix in Asia
  - Product strategies
  - Distribution strategies
  - Pricing strategies for the
  - Communication strategies
  
- 5) Competitive strategy
  - Sources of sustainable competitive advantage
  - Formulating appropriate strategies
  
- 6) Brand management across Asia
  - Understanding the complexity in Asia
  - Intellectual Properties

## **Recommended reading**

Ferrell, O. C. and Hartline, M. (2014) *Marketing strategy: text and cases*. 6<sup>th</sup> edn. Cengage Learning.

## **Indicative reading list**

Hooley, G., Nicoulaud, B. and Piercy, N. F. (2011) *Marketing strategy and competitive positioning*. 5<sup>th</sup> edn. Pearson.

Jain, S. C., Haley, G. T., Voola, R. and Wickham, M. (2012) *Marketing planning and strategy*. Cengage Learning Australia.

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

Walker, O. C. and Mullins, J. W. (2013) *Marketing strategy: a decision-focused approach*. 8<sup>th</sup> edn. McGraw-Hill.

Aaker, D. A. (2013) *Strategic market management*. 10<sup>th</sup> edn. Wiley.

Mooradian, T., Matzler, K. and Ring, L. (2012) *Strategic marketing*. Pearson.

Cravens, D. W. and Piercy, N. F. (2012) *Strategic marketing*. 10<sup>th</sup> edn. McGraw-Hill.

Wood, M. B. (2014) *The marketing plan handbook*. 5<sup>th</sup> edn. Pearson.