

AMEM07 INTERNATIONAL MARKETING IN ASIA

UNIT-1 THE MARKETING CONCEPT WITH A FOCUS ON ASIA

- 1.1 This course brings together two key topics, international marketing and Asia. It will provide the basic fundamentals of international marketing and explain them in the Asian context, more specifically marketing to Asia, marketing to Asia, and marketing to Asia (Asia as a brand).
- 1.2 Individuals who successfully complete this course will achieve the following results:
- 1.3 (1) a better understanding of marketing concepts in the specific context of businesses and consumers in a major region.
- 1.4 (2) For professionals, acquire practical tools to apply these concepts to their products and in the markets of the destination countries.
- 1.5 (3) learn that international marketing tries to strike the right balance between maximizing similarities between cultures (Etic approach) and personalizing marketing (Emic approach) to important local differences, and
- 1.6 (4) learning from interviews with experts, some of the who have decades of academic experience and field experience in marketing in Asia.
- 1.7 This course will be unique in its focus on Asia-centric marketing and its integration of theory and practice.

UNIT-2 MARKETING STRATEGY TO ASIA

- 2.1 This lesson will start with marketing strategy from the entry level to the international level and will talk about why marketing myopia should be avoided.
- 2.2 After studying the concept of strategy, you will learn about the VSA framework, which is a useful tool in searching for weak signals, as well as a defensive tool against surviving marketing tsunamis.
- 2.3 Furthermore, "transing" will be introduced as a strategy to change the world.
- 2.4 We will apply "transing" not only to brands, like Starbucks, but also to other facets of life including even "individuals." In addition to explaining this powerful tool in depth, we will also apply it to real-life companies, such as LG.
- 2.5 Why do companies go abroad? In this module, we will start with the market selection process in Asia and learn the importance of scalability in Marketing.
- 2.6 Next, we will see how companies land safely in a foreign market by introducing the concepts of market landing and initial launch strategy.
- 2.7 Finally, we will explore STP (Segmentation, Targeting and Positioning) in marketing.

UNIT-3 TYPES OF MARKETING: B2C & B2B

- 3.1 What aspects should a good marketer consider when marketing to consumers? In this third lesson we will explore B2C marketing and learn about consumer behavior, perception, influences, and responses.
- 3.2 You will learn how to become a CSI marketer and then learn how to apply a Mini VSA model to the target consumer.

- 3.3 Additionally, we are going to integrate what we learned about Noon Nopi and Marketing Execution, apply it to a real world business scenario, and take an in-depth look at the many different consumers in Asia.
- 3.4 What is B2B Marketing and what is the right procedure for your approach? In this lesson, we will explore how companies market to other companies and the many complex components that are involved, including shopping centers, sales centers, purchase procedures, Push and Pull, and Total Marketing.
- 3.5 You will learn how to effectively execute B2B Marketing in a global context and the importance of relationships and team play in your strategy.

UNIT-4 TYPES OF MARKETING: SPORTS & ENTERTAINMENT

- 4.1 In this module, we will learn about two growing industries in international marketing: sports and entertainment.
- 4.2 Sports marketing is not only the marketing of sports, but also marketing through sports.
- 4.3 This definition explains in clear terms how sports can be marketed, but also how sports can be used to market other industries.
- 4.4 The students, through many examples, will identify the prototypical and differential characteristics of sports marketing.
- 4.5 Entertainment marketing, as with sports, is not just marketing the entertainment properties, but also marketing through the entertainment functions.
- 4.6 Here too, students will discover that entertainment itself can be commercialized, but also that other industries can benefit through the use of entertainment functions or as a medium.
- 4.7 Lastly, students will identify many of the differentiating characteristics of entertainment, such as Show Business Marketing.

Reference Book:

1. Dae Ryun Chang, Professor of Marketing, Yonsei University.