



Asia Marketing Federation

CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA

**Program Syllabus
2018**

The CPM (Asia) qualifying examinations comprise five subjects:

Subject Code	Subjects
CPM001	Marketing Research
CPM002	Integrated Marketing Communications
CPM003	Marketing Strategy
CPM004	Asia-Business
CPM005	Asia-Marketing Management

Main references:

- Philip Kotler, Hermawan Kartajaya & Hooi Den Huan (2017), *Marketing for Competitiveness: Asia to The World*, Singapore: World Scientific Publishing.
- Philip Kotler, Hermawan Kartajaya & Hooi Den Huan (2018), *Asian Competitoors*, Singapore: World Scientific Publishing (in progress).

DETAILED SYLLABUS

CPM001 Marketing Research

Objectives

This module aims to provide candidates with the fundamental skills in research design and analysis, necessary for making sound marketing decisions. Given the diverse economic, political-legal, and socio-cultural characteristics in the Asia region, marketing researchers would have to be sensitive to cross-cultural differences that may have an impact on their approach and results. As consumers become more sophisticated in tandem with the technological progress in Asia, research techniques will need to adapt accordingly. This module provides a range of practical research methods. The applications and drawbacks of each technique will be discussed in the context of the Asia market.

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

- (1) understand the proper use of various research techniques (when and how to use them) either for improving in-house research or for evaluating research projects farmed out to external research consulting firms;
- (2) design efficient and effective research programs that provide solutions to stated objectives;
- (3) apply the research results to see the managerial implications; and
- (4) understand the utilization of digital technology to improve data gathering, analysis and reporting in Asian context.

Contents

- (1) Marketing Research Introduction
 - Research purpose
 - Value and types
 - Marketing research process
 - Ethical consideration
- (2) Research Design
 - Secondary versus primary research
 - Exploratory (qualitative), descriptive (quantitative) and causal (quantitative) research design
- (3) Qualitative Research Techniques
 - Observation
 - Focus groups
 - In-Depth Interview
 - Delphi studies
 - Ethnography
 - Conditions under which each technique is more applicable
 - Suitability for various Asian countries
- (3) Quantitative Research Techniques

- Surveys (including issues in questionnaire development)
- Experiments
- Models and simulations
- Conditions under which each technique is more applicable
- Suitability for various Asian countries

(4) Sampling

- Sampling purpose
- Sampling considerations, method, and procedures
- Problems with proper sampling of Asian consumers
- Overcoming sampling problems

(5) Data Analysis and Reporting

- Quantitative data analysis
- Qualitative data analysis
- Report preparation and presentation

(6) Applications

- Assessing market potential and sales forecasting
- Customer profiling and segmentation
- Product, branding and packaging research
- Price testing
- Assessing promotion effectiveness
- Distribution research
- Industrial marketing research
- Services marketing research

(7) New Research Trends in Asia

- Big data analysis
- Online research
- Use of social media in marketing research

CPM002 Integrated Marketing Communications

Objectives

This module seeks to provide a sound understanding of and an integrated approach towards the marketing communications mix. It will also assess the impact of the globalization of markets and digitalization of technology on marketing communications. In this connection, an understanding of the economic, political-legal, and socio-cultural dimensions of various Asia markets will be developed.

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

- (1) understand the impact of the culture (values and lifestyles) on consumer attitudes towards various marketing communication tools;
- (2) understand the shifting customer path in digital era and its impact on marketing communication objectives and strategies;
- (3) plan and manage communications programs at both the national and regional levels;
- (4) have insights into the media landscape in the Asia region; and
- (5) manage integrated online and offline marketing campaign.

Contents

- (1) Consumer Behavior and IMC
 - Introduction to IMC
 - Participants in the IMC process
 - The new customer path in digital era (aware, appeal, ask, act, advocate)
 - Digitalization and trends in IMC
 - The emergence of digital channel (owned, paid and earned media)
 - Ethical issues and regulation of IMC
- (2) Strategy and Program Alignment
 - Target segment profiling
 - Positioning development
 - Branding strategy
 - The role of integrated marketing communication
- (3) The IMC Program Design
 - Objectives
 - Budgeting
 - Creative strategy
 - Online-offline convergence
- (4) Elements of the IMC (Promotion Mix)
 - Above-the-line campaign
 - Advertising objectives
 - Advertising planning
 - Media research
 - Media planning
 - Media trends in Asia region

- Below-the-line campaign
 - Sales promotion
 - Direct marketing
 - Public relations
 - Event and sponsorship
 - Community marketing
- Digital and social media campaign
 - Search engine optimisation (SEO)
 - Online public relations
 - Affiliate marketing
 - Email marketing
 - Social media marketing
 - Content marketing
 - Interactive digital campaign

(5) IMC Program Evaluation and Control

- Above-the-line program evaluation
- Below-the-line program evaluation
- Online/digital marketing metrics

CPM003 Marketing Strategy

Objectives

The objective of this module is to inculcate in candidates a managerial, analytical, and comprehensive approach towards marketing management. This subject is covering the comprehensive understanding of marketing strategy, tactic and values. This is augmented with real company cases as illustrations. As part of the learning process, company cases from the Asia region will also be used for analyses in which candidates can meaningfully apply the strategies learnt. The Asia perspective is provided by way of the application of strategies to specific regional countries, given their economic, political-legal, and socio-cultural characteristics.

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

- (1) Identify similarities and differences among various Asia countries that have implications for a firm's marketing strategies;
- (2) Understand the different stages of progress the Asia countries are in, and hence, the applicability of various marketing strategies to each market; and
- (3) Apply marketing strategy to deliver unique value to target segment(s).

Contents

- (1) The Glorecalization Mindset in Marketing
 - Global marketing value
 - Regional marketing strategy
 - Local marketing tactic
- (2) Analyzing the External Environment in the Asia Region
 - Change analysis (technology, economy, political-legal, socio-cultural, and market)
 - Competitor analysis
 - Consumer analysis
 - Company assessment
- (3) Marketing strategy development
 - Segmentation development
 - Segment profiling and targeting
 - Positioning strategy development
 - Marketing mix development
- (4) Services Marketing
 - Trend of services marketing in Asia region
 - The services marketing mix
 - Customer service experience management
 - Best practice of services marketing in Asia
- (5) Marketing Strategy Implementation and Evaluation
 - Strategy implementation and control
 - Marketing metrics

CPM004 Asia Business

Objectives

This module seeks to furnish a sound foundation of business practices within the Asia markets including Japan, China, Hong Kong, India, Indonesia, Malaysia, Pakistan, Bangladesh, Srilanka, the Philippines, Singapore, South Korea, Taiwan, Thailand, Myanmar, Mongolia, Vietnam and Cambodia. Its focus will be on the ways the rapidly changing technological, economic, political-legal and socio-cultural environment affect the operations and characteristics of business in Asia markets.

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

- (1) ascertain the impact of economic and industrial development on the managerial practices of firms operating in the Asia market;
- (2) understand how the technological, political-legal and socio-cultural environment has an impact on the business practices of firms in the Asia market;
- (3) appreciate the relationship between business and government in the Asia nations;
- (4) delineate and discern the managerial characteristics, strategic orientation, and performance of firms of various national origins from Asia nations; and
- (5) analyze the business and economic interactions of the various Asia nations and the regionalization and globalization of their state and private sector enterprise.

Contents

- (1) Overview of Business in the Asia Region
- (2) The Technological Environment in the Asia Region
- (3) The Economic Environment in the Asia Region
- (4) The Political-Legal Environment in the Asia Region
- (5) The Socio-Cultural Environment in the Asia Region
- (6) Digitalization and The New Asian Market
- (7) Digitalization and The New Face of Competition in Asia
- (8) Digitalization and The New Customer Path
- (9) Management Practices in the Asia Region
- (10) Government and Business in Asia Region
- (11) Internationalization of Asian Companies:
 - Asia's Local Champion
 - Asia's Regional Player: Asia Vision, Local Action
 - Asia's Multinational Company: Global Value, Regional Strategy, Local Tactic

CPM005 Asia Marketing Management

Objectives

This module aims to enhance candidates' knowledge and skills by integrating the concepts and strategic frameworks taught in previous modules to help candidates analyze specific marketing cases on the Asia region. Such a process would enable candidates to understand the relationship 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 Asia context.

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

- (1) Identify and define key problems in marketing case studies;
- (2) Conduct comprehensive situational analyses relevant to the problems, including an external analysis of its environmental threats and opportunities and an internal analysis of a company's weaknesses and strengths, and;
- (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 the time frame for the implementation of these recommendations;
- (5) Substantiate their position with pertinent qualitative and quantitative analyses; and
- (6) Prepare and present appropriate marketing case reports.

Contents

- (1) Marketing Transformation in Asian Context:
 - Product-centric perspective
 - Customer-centric perspective
 - Human-centric perspective
- (2) The Marketing Environment:
 - Technology as the primary driver
 - Political-legal, economy and social culture as the main drivers
 - Market as the ultimate driver
- (3) The Core Essence of Marketing Management:
 - Positioning as the core marketing strategy
 - Differentiation as the core marketing tactic
 - Branding as the core marketing value
- (4) Brand Management:
 - Brand equity management
 - Brand associations
 - Brand extensions
- (5) Marketing Management in Action:
 - Product management for the Asia region
 - Pricing strategies for the Asia region
 - Communication strategies for Asia region
 - Distribution strategies for the Asia region

- Sales management for the Asia region

(6) Marketing Management in digital era:

- New wave marketing strategy
- New wave marketing tactic
- New wave marketing value