



## Course and Examination Fact Sheet: Spring Semester 2025

### 8,080: Marketing and Sales in Asia

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Presentation, Analog, Group work group grade (50%)

Examination time: Term time

decentral - Written work, Digital, Individual work individual grade (30%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (20%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[8,080,1.00 Marketing and Sales in Asia](#) -- English -- [Schögel Marcus](#)

#### Course information

#### Course prerequisites

There are no courses that are mandatory pre-requirements for this course.

#### Learning objectives

In this course, students will gain an overview of future directions of customer experience and marketing innovations in Asian markets. Our focus is on the critical examination of the following subjects:

- International marketing
- Potential of standardization vs. differentiation
- Going international and being international
- Opportunities for localization
- Competition between international and local players in the market
- Asian competence
- Trends in the Asian market
- Asian culture
- Cultural diversity in Asia
- Intercultural management

#### Course content

Asia-Pacific is experiencing enormous economic growth. But even for multinational companies, the region is still often a black box about which little is known. Reasons for that are cultural differences, on the one hand, and the fast-changing economic environment, on the other hand. On top of that, managers are often challenged by significant cultural differences that exist within the Asian countries. The course "Marketing and Sales in Asia" offers an opportunity to get to know the particularities of the Asian markets in more detail.

Singapore has evolved to a Pan-Asian hub for organizations and companies that strive to the Asian region. In Singapore, local business, world-travelers and international expatriates are meeting, making Singapore a hub for international trade and financial business. Indeed, Singapore has been ranked as the best place for doing business by the World Bank. Companies in Singapore are strongly investing in digitalization and innovative trends that concern customer interactions and customer experience as well as customer journey management. Singapore offers a high market potential for digital, mobile and social media platforms. Having one of the highest smart phone penetration in the world, Singapore is known for the mobile affinity of local customers, who are frequent users of online shopping and social networks.



## Course structure and indications of the learning and teaching design

The course "Marketing and Sales in Asia" is a 5-day program in which participants learn how to succeed in doing business in Asia - from market entry to day-to-day activities. There will be a kick-off meeting in St. Gallen, but the main part of the program will take place in Singapore.

The course will be taught during the "mid-term break" at the St.Gallen Institute of Management in Asia, which is the local institute of the University of St. Gallen in Singapore ([www.singapore.unisg.ch](http://www.singapore.unisg.ch)).

The course is structured in such a way that it combines lectures, case studies, recent research studies, and insights from industry experts as well as self-study. Here, students are asked to prepare a video in groups about a selected topic concerning the business and trends in Singapore.

**IMPORTANT NOTE :** The course will be during the mid-term break in Singapore. A course fee of CHF 250 applies and participants of the course will have to carry the costs for flight and accommodation in Singapore. Total costs for flight and accommodation during the stay in Singapore are expected to be in the range of approx. CHF 1,000 to CHF 1,900 (based on students' feedback of previous years). Singapore offers a wide variety of accommodation ranging from hostels to hotels as well as direct flights and stopover flights. Further, it is the students' responsibility to have a valid travel insurance for their stay in Singapore.

## Course literature

Relevant articles and case studies will be distributed via StudyNet at the beginning of the semester. Literature published on Studynet will be available for download by the first part of this semester.

## Additional course information

**There are a total of 35 seats available, which will be assigned by a special application process (no bidding).** The selection of the participants will be based on a written motivation email. To apply for the course, please send an email including a CV and short motivation statement to [marcus.schoegel@unisg.ch](mailto:marcus.schoegel@unisg.ch) and [Thedda.Beckmann@unisg.ch](mailto:Thedda.Beckmann@unisg.ch) as soon as possible but not later than January 16th, 2025. Due to organizational reasons applications are binding. Participants will be contacted and invited to come to an initial kick-off meeting in St. Gallen to prepare for the course and travel arrangements. The course in Singapore takes place in the first week of the break from 07.04.-11.04.2025.

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## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/3)

##### Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	50%
Duration	--

##### Examination languages

Question language: English  
Answer language: English



## Remark

Creating a short documentary and presenting it

## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## 2. Examination sub part (2/3)

### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	30%
Duration	--

### Examination languages

Question language: English

Answer language: English

## Remark

Reflection paper on the lessons learned

## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## 3. Examination sub part (3/3)

### Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	20%



Duration --

## Examination languages

Question language: English

Answer language: English

## Remark

Active participation

## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## Examination content

The contents of the group and individual assignments will be announced in class.

## Examination relevant literature

The relevant literature will be distributed via StudyNet.

## Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).