



MARKETING  
INSTITUTE OF  
SINGAPORE  
Training Centre



NUS Extension

# Professional Diploma in Asia-Pacific Marketing



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The Marketing Institute of Singapore (MIS) was established in 1973 as a not-for-profit organisation for the marketing profession in Singapore. It is the national body for sales and marketing.

The Institute believes in promoting marketing as a philosophy and is dedicated to Creating Marketers through Quality Education. Being one of the oldest and most renowned education and training centres in Singapore, qualifications awarded by MIS are highly regarded and recognised, particularly in the field of Sales and Marketing.

MIS is renowned for its practical and up-to-date theoretical approaches in its training programmes. Over the years, the Institute has graduated many sales and marketing professionals through its series of qualifications: certificates, diplomas, degrees and post-graduate programmes. MIS is also the first marketing professional body in the Asia-Pacific region to be PSB ISO 9000 certified. MIS has also been cited as providing the "Best in Marketing Education-PEO" by Edupoll 2008/2009.

As one of the founding members of the Asia Marketing Federation (AMF), MIS is currently the education headquarters of the AMF, an appointment it held since 1992. Given its track record as the foremost marketing institute in Singapore, MIS also began to attract international students to its campus since 1998.

MIS is one of the first three private education organisations to attain the CaseTrust for Education Mark – a certification of possessing the foundation for good quality student welfare / protection practices and standards.



Asia is a volatile region with rapid changes occurring continuously. It is therefore imperative to have an understanding of the current business practices within the Asia market, and make projections of future trends.

Marketing Institute of Singapore and NUS Extension have jointly developed the Professional Diploma in Asia-Pacific Marketing PDM (Asia-Pacific) programme for professionals who wish to have a good understanding of marketing practices in the Asian region.



## Introduction

The objective of **PDM (Asia-Pacific)** is to equip participants with a sound knowledge of the marketing process, as well as knowledge of diverse business practices within the Asia markets. Participants will be taught to analyse specific marketing cases on Asian countries.

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## ADVANCEMENT TO THE CERTIFIED PROFESSIONAL MARKETER (ASIA) STATUS

### Asia Marketing Federation (AMF)

The AMF was established in 1991 with the objective of furthering economic development in Asia through regional co-operation in information exchange on new marketing concepts and experience, technologies and research. Members of the AMF currently comprise the national marketing associations of Hong Kong, India, Indonesia, Japan, Malaysia, Mongolia, New Zealand, Pakistan, Canada, Philippines, Sri Lanka, Taiwan, Thailand, Singapore, South Africa, Bangladesh and South Korea. The AMF education headquarters is based in Singapore.

### Certified Professional Marketer or CPM (Asia) Status

The CPM (Asia) is the formal endorsement of professional status for marketing professionals who have already attained a competent level of academic and practical understanding of marketing in the Asian region. This professional status is conferred by the AMF and is endorsed by the national marketing bodies in Asia.

### Your Route to the CPM (Asia) Status

To obtain this professional status, marketers are required to:

- Successfully complete the CPM (Asia) qualifying examinations and
- Possess at least 5 years of practical marketing experience in any of the Asian countries.

The AMF reserves the right to vary the above requirements and selection is at their sole discretion.

### Award of the CPM (Asia) Status

Holders of the CPM (Asia) professional qualification are entitled to use the designation “CPM (Asia)” on their business cards and letterheads. In order to continue to use this designation, holders of the CPM (Asia) qualification have to continue to be the members of the AMF. To be a member of the AMF, individuals need only be a member of their local marketing association. Members of all local marketing associations are members of the AMF.

## Programme Structure & Curriculum

The PDM (Asia-Pacific) syllabus is modeled after the Certified Professional Marketer or CPM (Asia) qualifying examinations. The programme is also designed to prepare participants to sit for this qualifying examination in:

- PDM001 Marketing Research
- PDM002 Marketing Communications
- PDM003 Marketing Strategy
- PDM004 Asia-Pacific Business
- PDM005 Asia-Pacific Marketing Management

This programme involves lectures, group discussions, case studies and presentations by students. Classes are held twice a week on Fridays from 7.00pm to 10.00pm, and on Saturdays from 1.00pm to 6.00pm.

## Module Outline

### PDM001 MARKETING RESEARCH

To provide students with the fundamental skills in research design and analyses necessary for making sound marketing decisions. Given the diverse economic, educational and cultural characteristics in the Asia-Pacific region, marketing researchers would have to be sensitive to cross-cultural differences that may impact their approach and results. As consumers become more sophisticated along with the economic progress in their respective countries in the region, research techniques will need to evolve accordingly. This module provides a range of practical research methods. Applications and drawbacks of each technique will be discussed in the context of the Asia-Pacific market.

### PDM002 MARKETING COMMUNICATIONS

To provide a sound understanding of and an integrated approach towards the marketing communications mix. It will also assess the impact of globalisation of markets on marketing communications. In this connection, an understanding of the cultural, legal and lifestyle dimensions of various Asia-Pacific markets will be developed.

### PDM003 MARKETING STRATEGY

To inculcate in students a managerial, analytical and comprehensive approach towards strategic marketing management. Covering the basic disciplines of economics, behavioural science and mathematics, concepts and strategies to analyse market problems and opportunities will be used.

This will be augmented with real company cases as illustrations. As part of the learning process, company cases from the Asia-Pacific region will also be used for analyses in which students can meaningfully apply the strategies learnt. The Asia-Pacific perspective is provided by way of application of strategies to specific regional countries, given their distribution, legal and cultural characteristics.

### PDM004 ASIA-PACIFIC BUSINESS

To furnish a sound foundation of business practices within the Asia-Pacific markets including Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Pakistan, the Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam. Its focus will be on the ways the rapidly changing economic, political, sociocultural and technological environment affect the operations and characteristics of business in Asia-Pacific markets.

### PDM005 ASIA-PACIFIC MARKETING MANAGEMENT

To enhance students' knowledge and skills towards analysing specific marketing cases on the Asia-Pacific region. Such a process would enable students to understand the relationships between specific functional strategies, appreciate that strategies are dependent on one another and adopt a longer term and a macro view of the strategies recommended within the Asia-Pacific context.

# Application & Administration Details

## Entry Requirements

All applicants must possess:

- A degree or similar professional qualifications from a recognised university/institution or;
- A diploma from a local polytechnic with at least 2 years of working experience

The Marketing Institute Board of Studies and NUS Extension reserve the right to change the above requirements and selection at their sole discretion.

## Exemptions

The Marketing Institute of Singapore Training Centre Board of Studies recognises a number of academic qualifications with appropriate content for exemption on a module-by-module basis. No exemption will be given for partially completed qualifications. Exemptions, however, will not be considered on the basis of marketing experience.

The Marketing Institute of Singapore Training Centre Board of Studies reserves the right to recognise and approve only certain qualifications for exemption. Requests for exemption must be made on the appropriate exemption form at the time of registration. No exemptions shall be given after the course has commenced.

An exemption fee of S\$53.50 (incl. 7% GST) per module will be charged for every module exempted. There is no limit to the number of times a student may re-sit any module. However, a student must complete the PDM course within three years of registration, which is from the commencement of the first semester.

## Fees

### Application Fee

A non-refundable application processing fee of S\$214.00 (incl. 7% GST) is chargeable upon application and submission of documents.

### Course Fees

The full course fee of S\$3,690.00 (subject to prevailing GST rates) is payable prior to the course commencement. Individuals qualify to pay a discounted rate of S\$3,553.47 only if they are NUS Alumni, and are enrolling for all 5 modules. All fees are to be paid before the commencement of the first module.

The course fees cover course materials and lesson delivery and **DO NOT** include textbooks and other miscellaneous charges, if any.

The following fees apply for individuals seeking the CPM endorsement:

- One-time Registration fee - US\$75.00
- AMF examination fee - US\$20.00 per module
- Local one-time Registration fee - S\$10.00 (subject to prevailing GST rates) for MIS members
- Local examination administration fee - S\$35.00 per module (subject to prevailing GST rates)
- Marking fee - US\$12.50 per module

**Payment of all fees may be made using cash, cheque, NETS and all major credit cards.**

### Membership Fees

All successful applicants must be affiliate members of the Institute. The following discounted membership charges apply:

Entrance fee	S\$53.50 (incl. 7% GST)
Annual Subscription	S\$53.50 (incl. 7% GST)

## Funding & Subsidies

For Singapore Citizens and Permanent Residents, various bank loans are available.

## Award of Certificate

Students who have completed all necessary course works, successfully passed all required modules and met all financial obligations to the institute shall be awarded the Professional Diploma in Asia-Pacific Marketing and be allowed to use the designatory letters **"Prof Dip M (Asia-Pacific)"** after their name.

All examination questions and the marking of scripts will be moderated and/or examined by the institute's Board of Studies before results are released to students. The decision of the Board is final and no correspondence will be entertained.

## Executive Seminars

The five modules are also conducted as individual executive seminars for those who are interested in attending the sessions without having to sit for the examinations. Such seminar participants may register for any module (s) and will not be subjected to the usual entry requirements. Fees for these executive seminars are the same as those listed above. A Certificate of Attendance will be given to participants who have completed each module.

## CASE-Approved Student Contract

The Marketing Institute of Singapore has been CaseTrusted since 2005. Hence, it is mandatory for all students, or legal guardians, if the student is under the age of 21, to sign the CASE-Approved Student Contract with the institute and opt to undertake the Student Protection Scheme prior to the enrolment of each programme. Log on to [www.case.org.sg](http://www.case.org.sg) for more information.

## Transfer, Withdrawal, Deferment & Refund Policy

The institute is committed to adhere with full integrity to the various policies that are communicated in its student contract, student handbook, and website, amongst others. Log on to [www.mis.edu.sg/education](http://www.mis.edu.sg/education) for more information.

## Confidentiality Policy

The institute is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of this information to any third party without the prior written consent of the student. All personal particulars obtained are strictly for official use only.

## Changes & Amendments

The Marketing Institute of Singapore Training Centre reserves the right to vary, change and amend the entry requirements, course fees, curriculum, module content, examination rules and regulations, lecturers, lecture date, venue and other aspects of the course at any time prior to and during the running of the modules.

## Application Procedure

An applicant must complete the prescribed PDM application form and return it together with the following documents:

- **CERTIFIED TRUE COPIES** of educational certificates/degrees/diplomas. Certification may be made by your company or at the Marketing Institute of Singapore Training Centre, in which case, the originals must be presented for verification.
- One passport-sized photograph.
- Payment of **S\$214.00** (incl. 7% GST) as the application processing fee (non-refundable). Please make cheque payable to **"MIS Training Centre"**.

The completed application form should be submitted to:

**Marketing Institute of Singapore  
Training Centre  
Education Consultant  
10 Raeburn Park, Block C,  
#01-33/02-33,  
Singapore 088702**



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**Marketing Institute of Singapore Training Centre**

10 Raeburn Park, Block C,  
#01-33 / 02-33, Singapore 088702

Tel : 65-6411-1711

Fax : 65-6271-8029

Email : [education@mis.edu.sg](mailto:education@mis.edu.sg)

Website : [www.mis.edu.sg/education](http://www.mis.edu.sg/education)

*All information in this brochure is accurate at the time of printing (June 2010). The Marketing Institute of Singapore Training Centre reserves the right to vary the programme structure, curriculum and any of the specific information in this brochure at any time without prior notice.*

