

Subject Title	Current Issues in Marketing		
Lecturer	Dipendra L. Shrestha	Remarks	
Period	3rd (13:40 ~ 15:30)	Field	Business
Course Summary Synopsis & Purpose	<p>This course links marketing theory with practice, locating marketing ideas and applications within wider global, social and economic contexts.</p> <p>The course fills a gap in a growing market interested in these contemporary issues. The course will provide systematic framework for understanding contemporary issues in marketing, providing <i>core capacity building</i> for marketing students.</p> <p>To keep pace with the latest developments, exploring fresh new themes in brand cultures, postmodernism, gender and ethics in a <i>global mindset</i>.</p>		
Required Textbooks	Marketing 4.0: Moving from Traditional to Digital - Kotler, Kartajaya & Setiawan		
A manner of Lecturing	<p>The lecture resources (slides and other handouts) will be provided beforehand and all the students are expected to come prepared, and actively participate in discussions, to meet the objective of <i>self-directed learning capability</i>.</p> <p>Case analyses throughout the semester will help you gain experience with marketing decision making, and develop creative thinking capabilities and generate linkages between the theoretical concepts and the existing problems to overcome the challenges and manage the crises for <i>creativity and innovation</i>.</p>		

Evaluation (100%)				
Mid	Final	Attendance	Report	ETC
25	25	10	20	20
Further Information				

Day	Contents
1	LW01-CD00: Course Orientation & Introduction to Current Issues in Marketing
2	LW02-CH01: Power Shifts to the Connected Customers
3	LW03-CH03: The Paradoxes of Marketing to Connected Customers
4	LW04-CH03: The Influential Design Subcultures
5	LW05-CH04: Marketing 4.0 in the Digital Economy
6	LW06-CH05: The New Customer Path
7	LW07-CH06: Marketing Productivity Metrics
8	Mid-Term
9	LW09-CH07: Industry Archetypes and Best Practices
10	LW10-CH08: Human-Centric Marketing for Brand Attraction
11	LW11-CH09: Content Marketing for Brand Curiosity
12	LW12-CH10: Omni-channel Marketing for Brand Commitment
13	LW13-CH11: Engagement Marketing for Brand Affinity
14	LW14-CD02: Final Presentation
15	LW13-CD03: Course Review and End-Term Preparation / Final Presentation
16	End-Term