



THE UNIVERSITY OF
NEW SOUTH WALES

MASTER OF MARKETING

MARK6011 MARKETING IN ASIA*

Session 1
2006

Prepared by
Dr Roger March

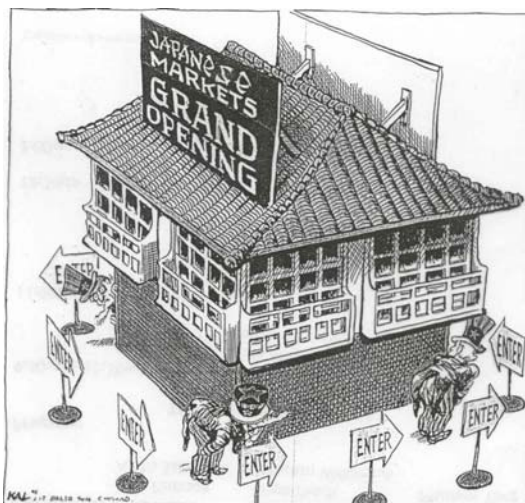
© 2006
The University of New South Wales
Sydney 2052 Australia

**PLEASE NOTE THIS COURSE OUTLINE IS SUBJECT TO MINOR
CHANGES PRIOR TO COMMENCEMENT OF SESSION.*

The original material prepared for this guide is copyright. Apart from fair dealing for the purposes of private study, research, criticism or review, as permitted under the Copyright Act, no part may be reproduced by any process without written permission. Enquiries should be addressed to the Director, Master of Marketing, School of Marketing, UNSW.

Contents

About the Course	1
Timetable	1
Overview	1
Aims	1
Format and Teaching Approach	2
Learning Outcomes	2
Seminar Format	3
Coordinator	3
Readings	3
Assessment	4
Grading and Feedback	5
Student Responsibilities	6
References	8
Assessment Criteria	14



About the Course

Location: E8 G10

Timetable

Week	Date	Topic
1	March 2	Marketing in Asia: How different is it?
2	9	Market entry into Asia?: The most critical decision of all
3	16	Japan: As hard as it sounds?
4	23	China: The rhetoric and reality
5	30	Indonesia & India: When are they worth the effort?
6	April 6	Branding: In and Into Asia Across Asia
7	13	Overview and Assignment Presentations

Course Overview

Marketing in Asia is designed for students interested in pursuing a career in marketing goods and/or services *in* or *to* Asia. The content of the course will focus on the knowledge, understanding and conceptual skills necessary for operating effectively in Asian markets. The course will be taught from the perspective of international organisations and firms marketing to countries in Asia. The course will incorporate real-world examples of how marketing is practised in Asia - by westerners entering and operating in Asian markets and by Asians marketing to other Asians.

Course Aims

The aims of this course are to develop the following:

1. An awareness of the various environmental, organisational, and human factors influencing marketing in key Asian markets;
2. The ability to understand and assess the problems, barriers and opportunities in marketing to Asia;
3. Effective cross-cultural and generic communications skills that are crucial to the implementation of international marketing practices;
4. The ability to perform some international marketing functions; and
5. A heightened capacity for critical thinking and problem solving abilities.

Format and teaching approach

There are four main learning activities in this course.

- Interactive mini-lectures: you are encouraged to ask questions and respond to issues posed by the lecturer
- Academic research critiques: you are required to read and evaluate academic marketing articles
- Business news discussion: discuss Asian marketing news items with in tutorial time
- Group assignment: research assignment that demands extensive research and analysis

Learning Outcomes

Knowledge

The body of knowledge you need to begin your understanding of the theory and practice of marketing in Asia. "What am I expected to *know* about marketing in the Asian context by the end of the course?"

Comprehension

Your ability to convey what you understand about the field of Asian marketing and business. "To what extent am I able to interpret what I know – to reach conclusions and generate my own insights?" "Can I extrapolate from what I know, to deepen my understanding of other knowledge areas?"

Application

Your ability to use concepts or information about the field of marketing in Asia in a new situation. "Can I see the relevance and application of this idea to that situation?"

Analysis

Your ability to break down the information and/or ideas into constituent parts, showing how they relate to each other and how they are organised. Ask, "Can I analyse elements that distinguish the practice of marketing in Asia?" "Can I analyse relationships between ideas, concepts and organizations in the area?"

Synthesis

Your ability to work with elements of the study of marketing in Asia and combine them in a way that constitutes a pattern or structure that was not there before. "Can I develop a plan or a proposed set of approaches related to marketing in Asia?" "Moreover, can I derive a set of abstract relationships?"

Evaluation

Your ability to construct an argument, compare opposing arguments, make judgments, about matters related to marketing in Asia. "Can I make judgments about matters related to marketing in Asia based on primary research I've undertaken?" "Can I make judgements based on secondary research?"

Seminar Format

The format for each week will be as follows:

- Class discussion on article distributed by Roger (or brought to class by student)
- Mini-lecture by Roger
- Individual reading exercise presentation
- Cross-cultural role play

Course Coordinator

Dr Roger March **Location:** Room QUAD2062 **Consultation:** 4.00-5.00 Monday

Tel: 9385 (7265) **Fax:** 9385-5933 **Mobile:** 041239-5238 **E-mail:** r.march@unsw.edu.au

Readings

This section contains a variety of readings on topics related to marketing and business in Asia. I have pdf copies of ALL these articles, most of which I will place on MARK6011 WebCT Vista by XXXXX. This is your reading list for the course. (An exhaustive list of textbook and journal references is also supplied at the end of this course outline.)

This section is divided into three parts:

- **Background Briefings** (research, information and insights into macro issues);
- **Cross-Cultural Communication Readings**; and
- **Generating Insights** (containing two sections: learning from Western firms experience in Asia and learning from the Asian approach to international marketing).

As you will see, for each section there are two types of information: academic materials and non-academic. Offering you both types of articles allows you to read and consider empirical research backed by academic rigour *and* provide practical and real-world insights provided by organisations and individuals involved in the Asian market.

Background Briefings

Business magazines & other source materials

- Can India Catch Up? (Fortune cover story)
- India Faces Challenges (Dec 2005)
- Developing Alliance Partners in China
- Historical Antecedents of Marketing Strategy in Japan
- China's Growing Competitiveness (2002)
- Can India Overtake China? (2005)
- Strategies of Local Companies in India when Competing against MNCs
- The Risks of Investing and Entering Emerging Markets

Academic

- Taiwanese Business Ethics when Operating in East Asia (2001)

Cross-Cultural Communication Readings

Academic

- Influence of culture on relationship development processes in overseas Chinese/Australian networks (2001)
- A Conceptual Model and Study of Cross-Cultural Business Relationships (1998)
- Stereotypes And Realities In Finnish-Japanese Business Communication

Practical

- Communicating Across Cultures (excellent!)
- Some Humorous Cross-Cultural Advertising Gaffes!
- Away on Business: Humor Is No Laughing Matter

Generating Insights

Learning from Western Experience

Academic Research

- Ben & Jerry's in Japan
- Timing Market Entry into China (2002)

Business magazines & other source materials

- Failure of a Foreign Bank in Korea
- HP in India
- Starbucks in Asia
- Toys R Us in Japan
- MTV in India
- Walmart takes on Japan
- Walmart in Thailand
- Why Lion Nathan Left China
- Philips in China
- An American Builder in China
- How Nike Figured Out China (2004)

Insights into the Asian Consumer/Business

Academic Materials

- Decision-making Styles of Chinese Consumers
- Applying Maslow's Hierarchy of Needs to the Korean Market
- Cultural Variations in Country of Origin Effects – US & Japan (2000)
- Culture and relationship development in overseas Chinese/Australian networks (2001)
- Cross-Cultural Comparison of Customer Value Perceptions for Products in East Asia (2003)
- Unlocking the Asian Wine Market (2003)

Business magazines & other source materials

- Asian Brands to the World
- Haier's Strategy for the World
- Seven-Eleven in Japan
- Branding Cars in China
- Growth Strategy of Samsung Electronics
- Can Chinese Brands Make it Abroad?
- Marketing Strategy, Japanese-style

Assessment

Assignment Name	Due date	Weight
Written Assignment – Group or Individual	Week 7	40
Presentation of Assignment	Week 7	20
Reading exercise – Academic		15
Reading exercise – Non-academic		15
Participation		10
TOTAL		100%

Assignment and Presentation

Topic and content to be negotiated in Week 1. Both due in Week 7.

Reading Exercise

Academic

- (A) Provide a written executive summary (no more than 500 words) of one academic article as if your reader was a company executive who didn't have time to wade through academic 'stuff'. As a template, see the Executive Summaries at the end of articles in Journal of Business & Industrial Marketing. (I have a pdf copy of an article.)
- (B) Give a 10-minute talk to class about the lessons from the articles.

Non-Academic

Compare and contrast two articles. (To generate as broad as possible exposure to marketing issues in Asia, no two students can cover the same article.) Your articles need to have some degree of commonality to allow for comparison. Again the structure is your call. A 15-minute presentation is required. A one-page handout should be provided to the class prior to your presentation. You will be assessed on the following:

- Depth of insights generated
- Depth of research & preparation
- Creativity of presentation

Grading and feedback

All assignments and examinations are assessed using the Fail, Pass, Credit, Distinction and High Distinction grading system (see table below)

Code	Grade	% Mark	Explanation
HD	High Distinction	85-100	An outstanding performance
DN	Distinction	75-84	A superior, well above average performance
CR	Credit	65-74	A good, above average performance
PS	Pass	50-64	An acceptable level of performance
FL	Fail	0-49	Unsatisfactory performance

A more comprehensive list of possible grades can be found at <http://www.student.unsw.edu.au/atoz/atoz-Results.shtml>

Statement about grading of group assignments, if applicable. Statement about moderation or scaling, if applicable.

Unless otherwise indicated, feedback for all assessment (except final examination) will be provided within two weeks of submission.

Student Responsibilities

Attendance and participation

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. Participation will be assessed. A high mark will be given to students who ask good questions, show genuine interest in the subject, come prepared and, whenever possible, share their own insights and knowledge of the topics being discussed.

Academic honesty

Students and staff are governed by the normal laws which regulate our daily lives. But in addition the University has its own code of rules and conduct. This is because good conduct and academic honesty are fundamental to the mission of the University as an institution devoted to the pursuit of excellence in scholarship and research, and to the service of society. These principles apply not only to students but to the whole University community, including staff engaged in research. They have been developed over many years and are widely supported by staff and students. Staff and students are committed to good conduct and academic honesty and are keen to see that these values and principles are upheld.

The University Council has defined student misconduct as follows (29th August 1994): Student misconduct includes student academic misconduct and also encompasses conduct which impairs the reasonable freedom of other persons to pursue their studies or research or to participate in the life of the University.

It is the responsibility of all students to acquaint themselves with the rules that govern student and academic misconduct. For more information, please see:
http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml

Plagiarism

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: <http://www.lc.unsw.edu.au/plagiarism/index.html>

Plagiarism is the presentation of the thoughts or work of another as one's own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.**

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism. The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism. Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:
www.lc.unsw.edu.au/plagiarism

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. For full details of your responsibilities as a UNSW student visit the following site:

http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

** Adapted with kind permission from the University of Melbourne.

The Education Development Unit (EDU)

Learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:

- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation;
- A drop-in resource centre containing books and audio visual material that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

Contacts and location:

EDU Web: <http://education.fce.unsw.edu.au>

EDU Location: Room 2039, Level 2 Quadrangle Building

EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

Other UNSW support

In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for students. The Learning Centre is located on Level 2 of the Library and can be contacted by Phone: 9385 3890 or through their website: <http://www.lc.unsw.edu.au/>. Students experiencing problems of an academic or personal nature are encouraged to contact the Counselling Service at UNSW. This service is free and confidential and run by professional counsellors. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contact on 9385 5418.

REFERENCES

Recommended Text (if you want to buy one)

Kotler, P., Ang, S.H., Leong, S.W., and Tan C.T. (2003) Marketing Management: An Asian Perspective, Pearson Prentice Hall

Open Reserve reference books

General international marketing texts:

Johansson, J.K. (2000) Global Marketing: Foreign Entry, Local Marketing & Global Management, Irwin S658.8/93F

Fletcher, R. & Brown, L. (2002) International Marketing: An Asia-Pacific Perspective 2nd Ed., Prentice Hall, Sydney S658.848/69C

Trompenaars, F. and Hampden-Turner, C. (1998) Riding the Waves of Culture: Understanding cultural diversity in business, Nicholas Brealy, London .S658.4/604A

Wong, Su Mon et al. (2000) Marketing and International Business, Prentice Hall: Sydney

Marketing in Asia references:

Burns, R. (1998) Doing Business in Asia: A Cultural Perspective, Longman, Melbourne
Hou, Wee Chow (1997) Practical Marketing: An Asian Perspective, Addison Wesley, Singapore S658.80095/2A

Lasserre, P.& Schutte, H. (1999) Strategy and Management in Asia Pacific, McGraw-Hill

Pecotich, A. and Shultz, C.J. (1998) Marketing and Consumer Behavior in East and South-East Asia, McGraw-Hill, Sydney S381.095/1
 Schutte, H. & Ciarlante, D. (1998) Consumer Behaviour in Asia, Macmillan Business, London

Case study references:

Ang, S.H. et al (2000) Principles of Marketing: An Asian Case Book, Prentice Hall, Singapore
 Calingo, L.M.R. (1997) Strategic Management in the Asian Context: A casebook in business policy and strategy, John Wiley & Sons S658.4012095/2
 Capon, N. & Vanhonacker, W.R. (2000) The Asian Marketing Casebook, (1999) Prentice Hall, Singapore
 Chow, I., Holbert, N, Kelley, and Yu., J. (1997) Business Strategy: An Asia-Pacific Focus, Prentice-Hall: Singapore S338.7095/1
 Moran, R.T., Braaten, D.O., Walsh, J.E. Jr (1994) International Business Case Studies for the Multicultural Workplace, Gulf Publishing Co. Houston S658.049/30
 Qulech, J.A., Siew, L.M., Ang, S.H., Tan, C.T. (2000) Strategic Marketing Cases for 21st Century Asia, Prentice Hall, Singapore

China References:

Blackman, C. (1997) Negotiating China, Allen & Unwin: Melbourne
 Chen, Y. (1993). Marketing China after Tiananmen: Marketing mix as applied to the promotion of international tourism. *Asian Journal of Communication*, 3, 75-93.
 Cheng, H., & Schweitzer, J. C. (1996). Cultural values reflected in Chinese and U.S. television commercials. *Journal of Advertising Research*, 36, 27-45.
 Cheng, H. (1997). Toward an understanding of cultural values manifest in advertising: A content analysis of Chinese television commercials in 1990 and 1995. *Journalism and Mass Communication Quarterly*, 74, 773-796.
 Chong, L. C. (1987). History and managerial culture in Singapore: "Pragmatism," "openness" and "paternalism". *Asia-Pacific Journal of Management*, 4, 133-143.
 Chu, L. L. (1988). Mass communication theory: A Chinese perspective. In W. Dissanayake (Ed.), *Communication theory: An Asian perspective* (pp. 126-138). Singapore: Asian Mass Communication and Information Centre.
 East Asia Analytical Unit (1995) Overseas Chinese Business Networks in Asia, (Australian) Department of Foreign Affairs and Trade
 Frith, K. T., & Tsao, J. (1998). Advertising and cultural China: Challenges and opportunities in Asia. *Asian Journal of Communication*, 8, 1-17.
 Kao, J. (1993) "The Worldwide Web of Chinese Business", *Harvard Business Review*, 93, Mar-Apr, 24-36.
 Leong, W.-T. (1989). Culture and the state: Manufacturing traditions for tourism. *Critical Studies in Mass Communication*, 6, 355-375.
 Liu, D. (1999). The internet as a mode of civic discourse: The Chinese virtual community in North America. In R. Kluver, & J. H. Powers (Eds.), *Civic discourse, civil society, and Chinese communities* (pp. 195-206). Stamford, CT: Ablex.
 Lu, X. (1994). The theory of persuasion in Han Fei Tzu and its impact on Chinese communication. *Howard Journal of Communications*, 5, 108-122.
 Lu, Y. (1985). 100 Chinese jokes through the ages. Hong Kong: United Publishing Group.
 Ma, R. (1996). Saying "yes" for "no" and "no" for "yes": A Chinese rule. *Journal of Pragmatics*, 25, 257-266.
 Martin, E. F. Jr., Cheng, Y. M., Wilson, G. B., & Tsui, Y. W. L. (1994). Advertising images among Hong Kong Chinese: Use of individual modernity and Western orientation clusters in determining market segmentation. *Asian Journal of Communication*, 4, 12-32.
 McIntyre, B. T., & Wei, R. (1998). Value changes in Chinese advertisements from 1979 to 1995: A longitudinal study. *Asian Journal of Communication*, 8, 18-40.
 Quanyu, H., Leonard, J. & Tong, C. (1997) Business Decision Making in China, Haworth Press S658.40300951/1A
 Rice, M. D., & Lu, Z. (1988). A content analysis of Chinese magazine advertisements. *Journal of Advertising*, 17, 43-48.
 Shao, A.T. & Herbig, P. (1995) "Marketing inside the dragon despite China's bureaucracy", International Marketing Review

- Sheer, V. C. (2000). Conflict processes in China's international export trading: Impact of the Chinese culture and the trading culture. *Intercultural Communication Studies*, 9(2), 47-70.
- Studwell, J. (2002) The China Dream: the quest for the last great untapped market on earth, Atlantic Monthly Press
- Wang, J. (1996). The siren songs of consumption: An analysis of foreign advertisements in two mainland Chinese newspapers, 1985-1993. *Gazette*, 56, 201-219
- Wang, J. (1997). Through the looking glass of foreign ads in China. *Asian Journal of Communication*, 7, 19-42.
- Weidenbaum, M. and Hughes, S. (1996) The Bamboo Network: How expatriate Chinese entrepreneurs are creating a new economic superpower in Asia, Free Press: New York
- Yau, O.H.M. (1994) Consumer Behaviour in China: Customer satisfaction and cultural values, Routledge; London (AGSM Library)
- Yin, J. (1998). Selling to the Middle Kingdom: Culture is the key. *Asian Journal of Communication*, 8, 41-69.

Japan References:

- Batzer, E. (1989) Marketing Strategies and Distribution Channels for Foreign Companies in Japan, Westview Press, 1989
- East Asia Analytical Unit (1996) A New Japan? Changes in Asia's Megamarket, (Australian) Department of Foreign Affairs and Trade
- Fields, G. (1983) From Bonzai to Levi's: When West Meets East: An Insider's Account Surprising Account of How the Japanese Live, Macmillan, New York
- Johansson, J.K. & Nonaka, I. (1996), Relentless: The Japanese Way of Marketing, Harper Business
- March, R.M. (1992) The Honourable Customer: Marketing and Selling to the Japanese in the 1990s, Longman Professional
- Morgan, J.C. & J.J. Morgan, J.J., (1991) Cracking the Japanese Market: Strategies for success in the new global economy, The Free Press
- Tobin, J.J. (1992) Re-made in Japan: Everyday Life and Consumer Taste in a Changing Society, Yale University Press

Other useful references:

- Asian Development Bank (1997) Emerging Asia: Changes and Challenges, Asian Development Bank Publications
- Asian Development Bank (1997) Asian Development Outlook: 1997 and 1998
- Barnwell, N. & Pratt, G.R. (1996) Australian Business: An Asian Pacific Perspective, Sprint Print Prentice Hall
- Brynes, M. (1994) Australia and the Asia Game, Allen & Unwin: Sydney
- Chu, C-N (1995) The Asian Mind Game: A Westerner's survival manual, Stealth Publications
- Cooper, R. (1991) Thais Mean Business, Time Books International: Singapore
- Dept. of Foreign Affairs and Trade (1995) Australia through the eyes of Asia: Adding Innovation, Aust. Govt. Publishing Service: Canberra S382.0994/31
- East Asia Analytical Unit (1994) Expanding Horizons: Australia and Indonesia into the 21st Century, (Australian) Department of Foreign Affairs and Trade
- Goodfellow, R. (1997) Indonesian Business Culture, Butterworth-Heinemann Asia
- Harris, P.R. and Moran, R.T. (1994) Managing Cultural Differences (4th.ed) Gulf Publishing Co. Houston, S658.18/46F
- Irwin, H. (1996) Communicating with Asia: Understanding People and Customs Allen & Unwin: Sydney S303.4825094/1
- Kao, J. (1993) "The Worldwide Web of Chinese Business", *Harvard Business Review*, 93, Mar-Apr, 24-36.
- Lasserre, P. & Probert, J. (1994) "Competing on the Pacific Rim: High risks and high returns", *Long Range Planning*, 27 (2), pp.12-35
- Lek Partnership (1994) Intelligent Exports: And the silent revolution in services, Austrade: Sydney
- Leong, S.M., Ang, S.H. & Tan, C.T. (1996) Marketing Insights for the Asia Pacific, Heinemann S658.80095/3

Mann, R.I. (1994) The Culture of Business in Indonesia, Gateway Books: Toronto
Mills, S. (1994) Asian Business Insight: What every business needs to know about the Asia-Pacific region, Australian Financial Review: Sydney
Naisbitt, J. (1995) Megatrends Asia, Nicholas Brealey Publishing: London
Pecotich, A. & Shultz, C.J. (1998) Marketing and Consumer Behavior in East and South-East Asia, McGraw-Hill, Sydney
Stace, D. (1997) Reaching Out from Down Under, McGraw Hill, Sydney
Usunier, J-C. (1996) Marketing across cultures, Prentice Hall S658.848/59
Watson, J.L. (1997) Golden Arches East: McDonald's in East Asia, Stanford University Press: Stanford

INFORMATION SOURCES

American Chamber Of Commerce In Japan J'nl	S382.097305/2
Asiaweek	SQ950.05/46
China Business Review	SQ382.0951005/2
Far Eastern Economic Review	SQ338.09505/1
Business Week International	SQ650.5/3
Tokyo Business Today	SQ338.095205/14
Free China Review	SQ951.2405/1
China Quarterly	S915.10505/1
Columbia Journal of World Business	SQ338.05/11
Harvard Business Review	SQ650.6/1
International Marketing Review	S658.8005/19
Journal of Asian Business	Available at the State Library on CD-ROM
Journal of International Business Studies	S658.04905/1
Journal of International Consumer Marketing	S658.8005/25
Journal of Global Marketing	S658.84805/2
Australian Financial Review	
Asian Wall Street Journal	Best business newspaper covering Asia
International Herald Tribune	Best-quality international newspaper
The Financial Times	UK financial daily
Nikkei Weekly	Japan and Asian business and economics

INTERNET SITES

AUSTRALIAN ORGANISATIONS	
Australian Chamber of Manufactures	http://www.acm.org.au/acmhome.htm
Aust. Bureau Agricultural/Resource Economics	http://www.abare.gov.au/
Australian Embassy Indonesia (excellent links)	http://www.austembjak.or.id/sites.htm
AUSTRADE (Australian Trade Commission)	http://www.austrade.gov.au/
AUSTRADE – Downloadable publications	http://www.austrade.gov.au/toolbar/publications.asp
DFAT (Dept. Foreign Affairs & Trade)	http://www.dfat.gov.au/business/index.html
DFAT (Country Fact Sheets)	http://www.dfat.gov.au/geo/fs/index.html
DFTA – East Asia Economic Crisis Site	http://www.dfat.gov.au/hot/east_asia/index.html
DFAT: Food & Agriculture in SE Asia	http://www.dfat.gov.au/bookshelf/html/subsistence_to_supermarket.html
DFAT: Overseas Chinese Business Networks	http://www.dfat.gov.au/bookshelf/html/overseas_chinese_business.html

E-COMMERCE	
E-Commerce Newsletter (free)	http://www.emarketer.com/newsletters/

ASIAN BUSINESS & NEWS	
Michigan State University – Asia Resources	http://globaledge.msu.edu/ibrd/busresmain.asp?ResourceCategoryID=6
Asia Links	http://asia-links.com/
Global Market Information Database	UNSW Library Database
Asia Inc Magazine	http://www.asia-inc.com/
Asia Internet Directory (by country)	http://www.asia-inc.com/aid/index.html
World Trade Organization (WTO)	http://www.wto.org/
Asian Development Bank	http://www.adb.org/
Political and Economic Risk Consultancy	http://asiarisk.com/
Far Eastern Economic Review	http://www.feer.com/
Asian Advertising and Marketing	http://www.asianad.com/
The Economist (Country Briefings)	http://www.economist.com/countries/
BBC Asia Pacific News	http://news.bbc.co.uk/hi/english/world/asia-pacific/default.htm
BusinessWeek (Asia)	http://www.businessweek.com/globalbiz/asia_index.htm
International Monetary Fund – Asian Crisis Report	http://www.imf.org/external/pubs/ft/weo/weo1297/index.htm
East Asia Virtual Library	http://www.clas.ufl.edu/users/gthursby/eastasia/
The World Factbook for Asia	http://www.odci.gov/cia/publications/nsolo/factbook/asia.htm
World Economic Forum	http://www.weforum.org/
MasterCard (Consumer confidence surveys)	http://www.mastercard.com/press/
The Asia Foundation	http://www.asiafoundation.com/
United Nations Conference on Trade & Development	http://www.unctad.org/unctad/en/enhome.htm
U.S. State Department Country Guides	http://www.state.gov/www/about_state/business/com_guides/
JAPAN	
Nikkei Weekly (Japanese business newspaper)	http://www.nikkei.co.jp/enews
Australia/ N.Z. Chamber of Commerce in Japan	http://www2.gol.com/users/anzccj/
American Chamber of Commerce in Japan	http://www.accj.org.jp/
Japan News Site	http://www.newsonjapan.com/
U.S. Dept of Commerce: Japan Information Page	http://www.ita.doc.gov/region/japan/menu.html
JETRO (Japanese import promotion body)	http://www.jetro.go.jp
Directory of Japanese company profiles	http://www.nikkei.co.jp/enews/BB/guide.html
Japan Economic Federation	http://www.jef.or.jp
MITI	http://www.miti.go.jp/index-e.html
NEC advice on Japanese market entry	http://www.necsys.com/AsianAlliance/JPNwp.html#Tips
Keidanren (Japan's largest industry organisation)	http://www.keidanren.or.jp

KOREA	
Korea Herald	http://www.koreaherald.co.kr/
Chosun Ilbo (Korean newspaper)	http://www.chosun.com/g_.html
Korea Economic Daily	http://www.ked.co.kr/
Korea Chamber of Commerce and Industry	http://www.kcci.or.kr/
Korean Trade and Investment Promotion Agency	http://www.kotra.or.kr/
CHINA	
China Economic & Business News (by provinces)	http://www.chinanews-aapg.com/
China Biz	http://www.cbiz.cn/
China Daily	http://www.chinadaily.net/news/index.html
Excellent summary of China news sources	http://www.voicesofchinese.org/
European Chamber of Commerce in China	http://www.euccc.com.cn/
Business Beijing	http://cbw.com/busbj/
Directory of China-related sources	http://www.aweto.com/china/
Business Weekly	http://www1.chinadaily.com.cn/bw/bw.html
Market Research in China	http://www.asiamarketresearch.com/china/news.php
National Statistics in China	http://www.stats.gov.cn/english/
The Economist Executive Dialogue on China	http://www.economist.com/business/globalexecutive/dialogue/
China-Australia Chamber of Commerce	http://www.austcham.org/

OTHER ASIA	
Bangkok Post Business News	http://www.bangkokpost.net/today/home.html
Tempo (Indonesia)	http://www.tempo.co.id/
The Star (Malaysia)	http://www.jaring.my/~star/
The Economic Times (India)	http://www.economictimes.com/
The Times of India (India)	http://www.timesofindia.com/
The Straits Times (Singapore)	http://straitstimes.asia1.com/
Bisnis Indonesia	http://www.bisnis.com/

Non-Academic Presentation Assessment

	Excel.	Very Good	Good	Fair	Poor
Depth of thought & research					
Depth of insights generated					
Quality of lessons generated					
Clarity of presentation and logical sequence					
Use of visuals					
Creativity of presentation					
Strong conclusion that rounds off presentation					

Academic Presentation Assessment

	Excel.	Very Good	Good	Fair	Poor
Depth of summary					
Quality of lessons generated					
Creative and original ideas					
Clarity of presentation and logical sequence					
Use of visuals					
Strong conclusion that rounds off presentation					

Assignment Presentation Assessment

Research	Excel.	Very good	Good	Fair	Poor
Breadth of research review					
Appropriateness & relevance of presented material					
Quality of primary research					
Quality of secondary research					
Discussion & Analysis	Excel.	Very Good	Good	Fair	Poor
Convincing argument					
Depth of overall analysis					
Appropriateness of findings and/or recommendations					
Creative and original ideas					
Structure	Excel.	Very Good	Good	Fair	Poor
Sound opening that 'set the scene'					
Clarity of presentation and logical sequence					
Overall oral expression					
Use of visuals					
Strong conclusion that rounds off presentation					