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Japan-ASEAN Cooperation



## Sustainable Human Resource Development in logistics services for ASEAN Member States

Course Name: <b>Sustainable Human Resource Development in logistics services for ASEAN Member States</b>	Rev / Date :      Version 1 / August 2014
Module: <b>Marketing for Logistics</b>	Session no : 1
	No of hours : 4
<p>Module Objectives:</p> <ul style="list-style-type: none"> <li>• Discuss and understand what “Marketing” and “Logistics Service” are.</li> <li>• Examine how the marketing plays the vital role in the successes of the business; especially, for logistic companies.</li> <li>• Demonstrate how a marketing strategic plan can be efficiently created and managed in pursuing the success of marketing plan.</li> </ul>	
<p>Learner’s Outcome</p> <ul style="list-style-type: none"> <li>• Understand the marketing for the logistic service</li> <li>• Be able to do the marketing plan for their companies.</li> <li>• Be able to do the measurement the marketing plan and the real implementation if it is successful or not.</li> </ul>	

Subject / Content	Time (mins)	Teaching Methods	Reference Materials
<b>20 Oct 2014 8.00am – 12.00pm</b>			
<b><u>What is Marketing?</u></b> Why we need marketing? Type of Marketing Activities. Tips for marketing success.	8am – 8.25am 25	Lecture	Lecture notes Lecture PowerPoint slides
<b><u>Logistics as a Service</u></b> What is service? Logistics as a service.	8.25am – 8.50am 25	Lecture	Lecture notes Lecture PowerPoint slides
<b><u>STP Concept</u></b> Segmentation, Targeting and Positioning.	8.50am – 9.10am 20	Lecture	Lecture notes Lecture PowerPoint slides
<b><u>Marketing Mix</u></b> 4 Ps vs. 7 Ps vs. 8 Ps.	9.10am-9.35am 25	Lecture	Lecture notes Lecture PowerPoint slides
<b><u>Formative Assessment</u></b> Quiz	9.35am-9.50am 15	Lecture	Formative Assessment
Tea-break	9.50am – 10.05am 15		
<b><u>BCG Models</u></b> What is BCG Models? Cash Cow, Dogs, Question Marks, and Stars.	10.05am – 10.25am 20	Lecture	Lecture notes Lecture PowerPoint slides
<b><u>SWOT Analysis</u></b> What is SWOT? TOWS matrix.	10.25am – 10.55am 30	Lecture	Lecture notes Lecture PowerPoint slides
<b><u>Case Study</u></b> Marketing Strategy of TNT	10.55am – 11.25am 30		
<b><u>Conclusion</u></b> Summary	11.25pm – 11.45pm 20		
<b>Total (less break)</b>	<b>195</b>		
<b>Total Time + Assessment (mins)</b>	<b>210</b>		