The crosses (X) relate the cases with the chapter topics. Sheet 1 covers Chapters 1 to 11 while Sheet 2 covers Chapters 12 to 22

CASES	PRIMARY CONCEPT	CHPT 1	CHPT 2	CHPT 3	CHPT 4	CHPT 5	CHPT 6	CHPT 7	CHPT 8	CHPT 9	CHPT 10	CHPT 11	CHPT 12	CHPT 13	CHPT 14	CHPT 15	CHPT 16	CHPT 17	CHPT 18	CHPT 19	CHPT 20	CHPT 21	CHPT 22
1 - Karaoke	Needs and Wants	X		X				X		X									X				
2 - Lenovo	Planning		X							X													
3 - Maybank	Macroenvironment			X																			
4 - Junk Food Advertising	Ethics				X	X														X			
5 - Television Purchase	Consumer Behavior					X																	
6 - Jason Electronics	Business Buying Behavior	X	X	X					X														X
7 - Sakae Sushi	Global Marketing		X					X															
8 - nEbO	Marketing Research		X						X														X
9 - St James Power Station	Segmentation									X													
10 - Medtronics in China	New Product	X	X					X			X												
11 - Mr Bean	Branding											X											
12 - Etihad Airlines	Service Marketing												X										
13 - Glitzz	Pricing		X											X	X								
14 - RA Circuits	Pricing						X							X	X								
15- Shiseido	Marketing Channels															X		X					
16 - Bakery Depot	Supply Chain																X						
17 - Fraser Centrepoint Malls	Retailing					X												X					
18 - Banyan Tree	Marketing Communications									X									X	X			
19 - Tiger Beer	Advertising																		X	X			
20 - Shah and Company	Salesforce Management																				X		
21 - Qotion.com	E-Commerce		X			X																X	
22 - Food Court Industry	Planning Process and Implementation	X	X	X		X																	X
S1 - Jollibee	Global Marketing												X	X	X				X				
S2 - BenQ	Product		X							X		X											
S3 - ANZ Bank	Marketing Research							X	X				X						X	X			
S4 - Pivot Marketing	Business Buying Behavior		X				X																
S5 - OSIM	Branding											X							X				X
S6 - Tiger Balm	Product										X	X							X				
S7 - Expressions International	Service Marketing												X										
S8 - Tong Heng	Branding	X	X									X											
S9 - Sulwhasoo	Branding									X		X							X	X			
S10 - Enviro-Hub	Needs and Customer Value	X			X					X													
S11 - Youcan	Product							X			X	X		X	X								
S12 - 77th Street	Retailing											X	X					X	X	X			
S13 - Melamine Crisis & White Rabbit Candy	Social Responsibility				X	X		X				X											
S14 - Soo Kee Jewelry	Supply Chain																X						
S15 - Skeen	Product								X	X			X										