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
1 - Jason Electronics	Business Buying Behavior		X	X			X	X	X			X
2 - Pivot Marketing	Business Buying Behavior						X					X
3 - F & N	Product		X			X		X				
4 - Apex-Pal	Branding, competitive advantages and global marketing			X				X				X
5 - Singapore Airlines	Needs and wants, marketing process, segmentation and differentiation	X	X							X		
6 - SM Malls	Retailing											
7 - OSIM	Marketing Communications											X
8 - Lee Kum Kee	Marketing Communications											
9 - Samsung	Marketing Communications											
10 - Pilot	Marketing Communications											
11 - Acer Aspire	Product and Branding											X
12 - Creative Zen	Marketing Communications				X							
13 - Café Moment	Co-marketing											X
14 - Vinamilk	Marketing Communications											
15 - Singapore Tourism Board	Marketing Communications											
16 - Anything and Whatever	Marketing Communications											
17 - SunPower Group	Strategy	X	X									

VIDEOS	PRIMARY CONCEPT	CHPT 12	CHPT 13	CHPT 14	CHPT 15	CHPT 16	CHPT 17	CHPT 18	CHPT 19	CHPT 20	CHPT 21	CHPT 22
1 - Jason Electronics	Business Buying Behavior	X			X							X
2 - Pivot Marketing	Business Buying Behavior							X	X			X
3 - F & N	Product											X
4 - Apex Pal	Branding, competitive advantages and global marketing											
5 - Singapore Airlines	Needs and wants, marketing process, segmentation and differentiation											
6 - SM Malls	Retailing						X					
7 - OSIM	Marketing Communications							X	X			
8 - Lee Kum Kee	Marketing Communications		X	X				X	X			
9 - Samsumg	Marketing Communications							X	X			
10 - Pilot	Marketing Communications							X	X			
11- Acer Aspire	Product and Brand											
12 - Creative Zen	Marketing Communications							X	X			
13 - Café Moment	Co-branding							X	X			
14 - Vinamilk	Marketing Communications							X	X			
15 - Singapore Tourism Board	Marketing Communications							X	X			
16 - Anything and Whatever	Marketing Communications							X	X			
17 - SunPower Group	Strategy											X