MARKETING CONCERNS FROM THE PHILIPPINES AS IT MOVES TOWARD THE NEXT MILLENNIUM

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There are three major marketing concerns raised by the faculty from the Philippines as the country moves towards the next millennium. The purpose of this special session will be to discuss each of these issues:

MARKETING BLUNDERS

Studying actual cases of marketing blunders can assist firms going overseas in learning from other firms' mistakes and prevent similar situations from happening to them. Case studies are important because they contribute to scientific knowledge, used as tools for teaching and a means to popularize social science (Spiegel, 1995). Published cases of blunders are usually experiences of firms from developed countries. While these cases prove to be important for managers and students, cases in the Philippine setting may be very useful to Filipino managers and students.

PROPERTY BLUES

The economic downturn, high interest rates and an oversupply of housing have turned Asia's once thriving property market on its head. And with everyone from large corporations to small homeowners exposed, the effects are set to reverberate throughout the region's economies (Asian Business, January, 1998). The Philippines is one of these economies. Marketing has a greater responsibility towards the survival of the property sector. Highlighting service strategies in a changing environment will ultimately result in a more viable business practice.

EXIT INTERVIEWS

In the academic sector, an exit interview of graduating students is normally done by the Guidance Counseling Department of the University and reported back to the various academic departments. The Marketing Management Department of De La Salle University went a step further by initiating its own exit interview every end of the term. The Chairman probes on problems, concerns, and even the satisfaction level of the graduating students and acts on workable suggestions through immediate implementation of the following term. Some of these interview insights are shared in this session.