

**National University of Singapore**  
NUS Business School Department of Marketing

MKT2414/MKT2711 Marketing Venture Challenge  
Session: Semester 1, 2019/2020 (August 2019)  
Instructor: Wendy Lim  
Office Hour: Virtual and by appointment  
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## **COURSE DESCRIPTION**

From the classical 4Ps to online and mobile marketing solution, from the consumer marketing giants like Unilever to the world of tech players, what does it mean to be a modern marketer? Today, more than ever, marketing helps to propel businesses in a vastly different way due to our connected, online world, the abundance of digital tools and online marketing solutions that allows us to create thought provoking content to using effective distribution plan to win target audiences.

This course aims to equip students with understanding and balancing both brand building and digitizing the marketing funnel to create differentiated marketing strategies.

This class also offers a unique opportunity for aspiring modern marketers to work with fellow classmates in developing a wholistic marketing strategy to turn their ideas into real, viable marketing plans. Students will have opportunity to pitch their ideas to business leaders and get valuable feedback.

## **COURSE OBJECTIVES**

This course aims to accomplish the following:

1. Understand the evolution of current approaches to marketing
2. Acquaint digital marketing principles around mobile and social platforms.
2. Provide students with the marketing tools to find, target, and reach their customers globally
3. Marketing Venture Challenge: give students the opportunity to work in small groups to develop a business idea, create a strategic marketing plan, and pitch the idea to real business leaders

**REQUIRED MATERIALS** No textbooks will be required for the course. For the first half of the course, you will be required to read and come prepared to discuss in class assigned handouts, readings and podcasts, prior to each lecture. These assignments and reading materials will be provided. You will be expected to actively participate during class sessions and you may be called upon to share your thoughts regarding the assignment. Classes will also include videos, exercises, case discussions, and external speakers. During the 2nd half of the course, you will be expected to apply both your learnings from the readings and the lecture notes to your business plans.

## **ASSESSMENT**

This class will be on a Pass/No Pass grading scale.

Your evaluation of P/NP will be based on:

Class Participation – 20%

Group project submission - idea submission: 10%

Group project submission - full business and marketing plan: 70%

## **MARKETING VENTURE CHALLENGE**

- Every student is expected to be part of a group that will ideate, develop, and create a business plan that will be later presented to the class and a group of judges.
- Each group must have four or five per group.
- You can form your own groups, but everyone must belong to a group.
- If you don't have a group, one will be assigned to you.
- You do not need to have a business idea at the beginning of the venture challenge. However, every group must come up with a business idea and strategy for submission and presentation.
- Group project submission - idea submission
- The group project idea submission for the venture challenge will count towards 15% of your total grade and will be graded on a group basis.
- For the grading of your submission, weight will be applied on both the quality of the submission and the context behind the "why" for the business idea. Group project submission - full business and marketing plan
- The group project submission for the venture challenge will count towards 70% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on the depth of your analysis, integration and application of classroom materials, and the "soundness" of your proposal.

## Tentative course schedule

Week	Date	Description
1	16 Aug	Introduction to the course Project Overview
2	23 Aug (1)	Evolution of consumer marketing, 4Ps reinvented
3	30 Aug (2)	Emerging marketing tools and strategies: Online Distribution- Search, Display, Social, Video and Apps
4	6 Sep (2)	Emerging marketing tools and strategies: How to acquire and retain customers
5	13 Sep (3)	Moments of truth: Leveraging digital across the entire marketing funnel
6	20 Sep (3)	A connected world, zero Friction Future: Building an ecosystem
	27 Sep	Recess Week
7	4 Oct (4)	Product management and marketing: Big Data & Technology <b>Sharing of Group Submission Ideas</b>
8	11 Oct (4)	Tech in South East Asia: The next frontier <b>Due – Business Idea Submission</b>
9	18 Oct(5)	Digital businesses and Smart nation  How to make a business case Review template for final project presentation
10	25 Oct	Group work / Consultations
11	1 Nov	Group work / Consultations
12	8 Nov	<b>Elevator Pitch – All Groups</b>
13	15 Nov	<b>Final 4 presentation</b>

## **ACADEMIC HONESTY & PLAGIARISM**

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

## **ABOUT ME**

Wendy is part of the Grab Financial group and is currently leading the GrabPay Marketing country team, focusing on many of GrabPay's strategic issues in the region, including new user acquisition, developing merchant acceptance strategy, new use case launches, and building a consumer ecosystem. Her previous experience includes market development and branding for consumer products to leveraging on data to target new consumer segments in ecommerce and payment industry.

She has studied, worked and lived abroad in Europe, North America and South East Asia, and has completed her undergraduate studies at NUS and MBA at the Harvard Business School.