
Marketing Strategy: Analysis and Practice Course Syllabus

GENERAL INFORMATION

Professor:	Yan Zhang
Email:	yan.zhang@nus.edu.sg
Office:	Biz 1, 8-22
Office hours:	By appointment

PREREQUISITIES

One of MKT1003, BH1003, BZ1003, and BK2003

COURSE OBJECTIVE

Marketing has been one of the areas that evolve the fastest these past few years. This course is intended to equip students with knowledge about the cutting-edge marketing practices. Students will learn the most recent developments in the marketing area, especially on topics such as how digitization transforms marketing.

Strategic marketing involves determining which customers your organization should serve, which products and services it should offer them, and how. The first half of the course will discuss tools used to collect and analyze marketing information. The second half of the course will examine the tools available to marketers to improve marketing efficiency, with an emphasis on coordination among tactics and consistency with strategy.

Strategic marketing is about making right decisions. To help students make better decisions when facing real marketing problems, this course has a particular goal of training you to think independently and critically. Throughout the entire class, one important role of the instructor is to provide you with tools to structure your thinking and pose questions that stimulate critical thoughts and sound decisions.

There is no required textbook for this course. This course covers rapidly evolving methods and practices, and uses materials from a wide range of sources. Learning happens mostly in class, and your attendance is necessary to ensure understanding of the materials.

EVALUATION

Class Attendance and Participation: (10%)

Much of the knowledge you will gain in this class will come from other students—from hearing, evaluating, and discussing ideas during class discussion. Participation in class is therefore a key component of the learning experience in class, and I expect you to contribute to class discussion whenever you have something interesting and constructive to say. **You won't have class participation score if you miss 3 or more classes.**

Individual Work: (50%)

Individual write-ups (20%)

Each student needs to finish two minor write-ups based on the guidance and questions provided. These brief write-ups are intended to prepare you for the teaching of the upcoming week and also promote a good review of the materials that we covered in class.

Individual write-ups will be graded on a 1 to 10 scale. These write-ups should not exceed 2 typewritten pages (double-spaced, 11 point times new roman font or higher, at least one-inch margins, page limit including exhibits). The page limit and formatting rules will be strictly enforced.

Final quiz (30%)

We will have an in-class final quiz that will cover the topics we discuss in the entire course. The quiz will include short-answer questions and short-essay questions. Please make sure that you are available on the exam date. The venue and the time of the exam is to be confirmed.

Group Work: (32%)

Group work is central to developing important skills, in particular, the ability to manage small teams, to work to a common goal, to express ideas in a convincing fashion, and, as is sometimes much harder, to be persuaded by someone else's views. Group assignments are the dominant training tools that bridge the gap between being smart and being effective.

Form a Group

The number of group members can vary from 5 to 6. You cannot form groups with students in other sessions of the same module.

Group Assignments

You will be tasked together with your group members to work on two group assignments (each assignment takes 16%). More details will be provided in class.

Peer Evaluation: (8%)

At the end of the semester, there will be a survey to assess the contribution of each group member to the group work. I find having to use the surveys distasteful but necessary. Further, the prospect of the surveys tends to encourage people to share the load. Besides a low group peer evaluation score, students made minimal contribution to the group project may receive only a percentage of their group work score.

Grading Policies

1. All assignments must be submitted by the beginning of class on the date they are due (Due dates can be found in the last two pages of the syllabus).
 2. To appeal a grade, submit a typewritten request explaining your position (along with the original assignment) within 7 days of receiving your grade. Document your points with the appropriate course material. After reviewing your explanation I will either award you additional points or schedule a meeting with you to discuss the disputed issue(s). I reserve the right to re-grade the entire assignment when an appeal is submitted. This can result in a lower grade.
 3. Cheating in any form will be met with the fullest sanctions permitted by the University.
-

Admin Of Assignments:

Students naturally have more questions about assignments. To facilitate the evaluation process, here are a few rules that you want to follow when working on your assignments:

1. The assignments and questions will be handed out 2 weeks before the due date.
2. Your homework will be due on the due date before the class starts. Late submissions will not be graded.
3. Your homework should be uploaded to IVLE student assignment folder. I have created folders for each assignment and each session. Please submit your presentation slides there as well.
4. Your homework will be graded within 2 weeks after it is submitted.

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/>

CLASSROOM ETIQUETTE:

Classroom sessions need to be structured so that you and other students in the course have as ideal a learning environment as possible. Your engagement and involvement are central, because the course does not succeed unless you learn and unless you contribute to the learning of others. We will therefore establish the following ground rules for classroom sessions:

1. Comments directed at other students need to be constructive rather than destructive. You may disagree with others, but you need to show respect to others and give comments in a constructive way.
2. Turn your cellular phones to the silent mode. It is a courtesy to the lecturer and to your fellow classmates that you do not disturb them by your phone calls. If you have someone who may need you urgently on a particular day, set your phone on vibrate and sit in the back of class so you can excuse yourself quietly, if necessary.

CLASS SCHEDULE for 2019/2020

(Subject to Change)

Week	Topics and Homework
Week 1 (Jan 14)	Introduction--Transformation in marketing
Week 2 (Jan 21)	Tracking consumers
Week 3 (Jan 28)	Reaching consumers
Week 4 (Feb 4)	Targeted advertisement on digital platforms
Week 5 (Feb 11)	Effectiveness evaluation <i>Individual Assignment 1 Due</i>
Week 6 (Feb 18)	Optimizing marketing activities
Recess Week	No class
Week 7 (March 3)	AB testing and its applications <i>Group Assignment 1 Due</i>
Week 8 (March 10)	Simple data analysis
Week 9 (March 17)	In-depth customer relationship management
Week 10 (March 24)	Branding <i>Individual Assignment 2 Due</i>
Week 11 (March 31)	Two-Sided Markets and Platform Economy
Week 12 (April 7)	Course Summary <i>Group Assignment 2 Due</i>
Week 13 (April 14)	Final Quiz

