

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

MKT2414/MKT2711 Marketing Venture Challenge  
Session: Semester 1, 2020/2021 (August 2020)  
Instructor: Wendy Lim  
Office Hour: Virtual and by appointment  
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## **COURSE DESCRIPTION**

What does it mean to be a modern marketer?

Drawing from a combination of best practices from traditional FMCG and tech marketing, this course aims to equip students with tools and frameworks marketers use in their every day work to acquire, nurture and retain users and grow their brand/product/ service.

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:** Value proposition Design: How to create Products and Services.



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 and case discussions. Throughout 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 – 30%

Group project submission - idea submission: 10%

Group project submission - full business and marketing plan: 60%

## 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.

Presentation should be **no more than 20 minutes** and **20 Powerpoint slides**; 10 min Q&A. The 5 or so team members must present and take up roughly equal air time. Teamwork and flow are important.

A soft **Word** copy and a hard copy of the report should be submitted by **ALL** groups on Week 12.

**IMPORTANT:** The full names as given in the class list and in alphabetical order, and matriculation number of the group members are to be in given on the 2<sup>nd</sup> page, even if they do not present.

The report has a minimum of 20 pages, a maximum of 30 pages; inclusive of figures, tables, & appendices; but excluding references. Other details are similar to the Case report. **Late submissions of one day will have 50% of the marks deducted; late submissions after 2 days or more will carry zero marks.**

## Tentative course schedule

Week	Date	Description
1	13 Aug	Introduction to the course Project Overview
2	20 Aug	Evolution of marketing, 4Ps reinvented
3	27 Aug	Research & understanding your consumers
4	3 Sep	Building and tracking consumer brand perception
5	10 Sep (3)	Understanding the consumer funnel and conversion
6	17 Sep (3)	Translating data into consumer insights and segments
	24 Sep	Recess Week
7	1 Oct (4)	Visualizing data and telling a story
8	8 Oct (4)	Building positioning for your products/ service
9	15 Oct(5)	Prioritizing your ideas and building your own framework
10	22 Oct	Group work / Consultations
11	29 Oct	Group work / Consultations
12	5 Nov	<b>Elevator Pitch – All Groups</b>
13	12 Nov	<b>Final 4 presentation</b>

## ABOUT ME

Wendy is a marketing strategist who has a successful track record of scaling digital products and services in new markets. She does so by combining her market development and consumer branding experience with market analytics and online marketing tools. She has diverse experience having spent time throughout her career at Unilever, Rakuten, Grab and currently Google. She completed her undergraduate studies at NUS and MBA at the Harvard Business School.

### Academic Honesty and 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/>