

**NATIONAL UNIVERSITY OF SINGAPORE  
NUS Business School  
Department of Marketing**

**Module code and title: MKT3415/MKT 3714 Marketing in the Digital Age**

**Session : Semester 1 2020/2021**

**Instructor : Dr. Priyanka Shrivastava**

### **Course Description**

This course combines the fundamentals of Digital Marketing and its applications in various business environments. In this course students will examine the impact of digital technologies on businesses and their use in business communication. This course will cover common digital marketing tools, such as Search Engine Marketing, Search Engine Optimization, Google Analytics, AdWords strategy etc. The techniques learnt in the course will allow students to learn how to profitably apply new age marketing strategies and realize optimum returns.

### **Course Objectives**

By the end of this module you should be able to:

1. Recognize the dynamic nature of digital business
2. Analyse the use of digital media tools in an Integrated Marketing Communication strategy
3. Understand digital marketing strategies like search engine optimization, search engine marketing, social media marketing, mobile marketing and email marketing
4. Assess and design an organization's online digital strategy

Facebook Digital Marketing associate certification\* is part of this course assessment, with an objective to help students build their profiles.

(\*- The certification is provided in partnership with Facebook. The passing grade to get certification is 70%)

### **Assessment Methods**

Quizzes <i>(There will be a quiz based on topics covered in last session. Once all 10 quizzes are taken, instructor would consider best of 8 quizzes)</i>	25% (Individual assessment)
Class Participation	10% (Individual assessment)
Assignment I	20% (Team assessment)
Facebook Digital Marketing Associate certification	20% (Individual assessment)
Final Project	25% (Team assessment)

## Lesson Schedule

Week	Activity
1 August 9,10	<ul style="list-style-type: none"> <li>• Introduction to Inbound Marketing</li> <li>• Digital Marketing Strategy</li> </ul>
2 (Start of Assignment- I) August 16,17	<ul style="list-style-type: none"> <li>• Website designing</li> <li>• Web Strategies</li> <li>• Landing page</li> <li>• Quiz 1</li> </ul>
3 August 23, 24	<ul style="list-style-type: none"> <li>• KPI of a website</li> <li>• Analysis of conversion funnel</li> <li>• Various attribution methods</li> <li>• Quiz 2</li> </ul>
4 (Assignment-I submission) August 30,31	<ul style="list-style-type: none"> <li>• On- page SEO based on keyword research</li> <li>• Website ranking and its improvement strategies</li> <li>• Quiz 3</li> </ul>
5 Sept 6, 7	<ul style="list-style-type: none"> <li>• Off-Page SEO</li> <li>• Create and implement plan to gain high quality links</li> <li>• Guest Lecture**</li> <li>• Quiz 4</li> </ul>
6 (Start of Final Project) Sept 13,14	<ul style="list-style-type: none"> <li>• Paid search advertising</li> <li>• Strategies to improve ad position</li> <li>• Keyword research for paid advertising</li> <li>• Quiz 5</li> </ul>
Recess Week 19 Sep– 27 Sep 2020	
7 Sept 27,28	<ul style="list-style-type: none"> <li>• Social Media Marketing &amp; Metric to assess Social Media Campaigns</li> <li>• Mobile Marketing</li> <li>• Quiz 6</li> </ul>
8 Oct 4, 5	<ul style="list-style-type: none"> <li>• Facebook Advertising</li> <li>• Facebook Digital Marketing Associate certification</li> <li>• Guest Lecture **</li> <li>• Quiz 7</li> </ul>
9 Oct 11, 12	<ul style="list-style-type: none"> <li>• Display Advertising</li> <li>• Describe role of publishers and advertisers in ad network</li> <li>• Various bidding strategies</li> <li>• Google ad strategies</li> <li>• Quiz 8</li> </ul>
10 Oct 18,19	<ul style="list-style-type: none"> <li>• <b>Final Project Presentation – Phase 1</b></li> <li>• <b>Guest Lecture</b></li> </ul>
11 Oct 25,26	<ul style="list-style-type: none"> <li>• E-mail Marketing</li> <li>• Strategies for running email campaigns</li> <li>• Analyzing effectiveness of email campaign</li> <li>• Quiz 9</li> </ul>
12 Nov 1, 2	<ul style="list-style-type: none"> <li>• Digital Marketing Strategy execution</li> <li>• Understand long-term, profit maximizing budget allocation</li> <li>• Quiz 10</li> </ul>
13 Nov 8, 9	<ul style="list-style-type: none"> <li>• <b>Final Project Presentation - Phase 2</b></li> </ul>

\*\* Guest lecture schedule might change based on guest's availability

**Disclaimer:** Based on need and pace of class, the above schedule is subjected to change. If changes occur, then amended syllabus will be provided to students with plenty of time to meet student requirements.

### **General Guide and Reading**

This course is designed based on experiential and active learning pedagogical approach, in which students are actively participate in different activities inside and outside of the classroom and will be exposed to an array of several instructional tools and pedagogical techniques, including class presentations, discussions, expert lectures and case studies, hands-on experience, pedagogical multi-media and technology simulations assignments, Quiz and a project.

### **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/>