

Module Outline

Module Code : MKT3401A/MKT3701A
Module Title : Marketing Strategy: Analysis and Practice
Semester : Semester II, AY20/21
Faculty : Associate Professor Yan Zhang
Department : Marketing
Email : yan.zhang@nus.edu.sg
URL : <https://bizfaculty.nus.edu.sg/faculty-details/?profid=223>
Telephone : 66013948

Overview

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 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.

Module Objectives

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 lay the foundation for such decisions. We will cover topics such as product design logics, customer-driven growth, and platform economy. These topics will help students understand how marketing contributes to the business of a company.

The second half of the course will examine the tools available to marketers to implement such decisions, with an emphasis on digital marketing. We will discuss search engine marketing, consumer tracking, as well as digital advertisements.

At the end of the course, we will also review the upcoming trends in marketing, and discuss how students should prepare themselves for their career in marketing.

Assessment

The total possible score is 100 for this module. The breakdowns are shown in the table below.

Assessment Components	Total possible score: 100
Individual-based:	
Individual reflection write-up 1	13
Individual reflection write-up 2	13
In-class test 1	15
In-class test 2	15
Class participation	12
Group-based:	
Group homework	25
Group peer evaluation	7

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’ 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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Schedule and Outline

Week	Topic	Description
1	Introduction	Introduction to the course
2	Product Design	Basic principles of product design
3	Growth	Customer-driven growth
4	Two-sided markets	Two-sided markets and platform economy
5	Customer Labelling	How companies label consumers and how the labels are used
6	AB testing	Using AB testing to optimize the business
7	Search Engine Marketing	How search engine marketing works
8	Tracking Consumers I	Technologies for consumer tracking
9	Tracking Consumers II	Technologies for tracking across devices
10	Targeted Advertisements	Digital advertisements based on consumer tracking data
11	Marketing Effectiveness Evaluation	Metrics for evaluating marketing activity effectiveness
12	Marketing Career Outlook	Future developments of marketing. Career development in the marketing discipline.
13	Course Summary	Wrap up the course. Review homework and quiz