

Module Outline

Module Code : MKT3415/MKT3714
Module Title : Marketing In A Digital Age
Semester : Semester II, AY20/21
Faculty : Assistant Professor Daniel He
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Overview

This module will introduce you to fundamental concepts in digital marketing and provide you the tools and theoretical framework to apply digital marketing strategies effectively in your future employment or venture. Students will be exposed to current practices in the digital marketing landscape, academic research that bridge theory with practice, and introductory quantitative tools that measure and help inform the effectiveness of digital marketing campaigns. We will cover these topics using a mixture of case studies and lectures, and students will have the opportunity to apply what they learn through a semester long group project. By the end of the module, students will gain a solid understanding of digital marketing topics and the knowledge to navigate this yet-evolving industry.

Module Objectives

The course has four overarching objectives:

- To understand the interplay between consumers and firms as well as among users and other users at the level of the network.
- To acquaint you with the tools marketers use at the level of the firm.
- To understand the cognition, emotion, motivation, and behavior of digital media users at the level of the individual.
- To develop your skills in defining marketing problems, analyzing alternatives, identifying opportunities, and interpreting their implications through hands on exercises.

To meet these objectives, we will develop a systematic understanding of digital marketing by learning concepts and tools whose applicability will endure even as specific technologies and implementation procedures change. The module will primarily be lecture and discussion based, with cases and real-world situations used to anchor class discussions. Throughout the module, we will draw upon book chapters, articles, and academic papers that develop relevant theories and subject them to rigorous scientific tests. Group assignments will reinforce, and extend, concepts learned in class.

As with any class, the knowledge that you take away from the class will be determined in large part by the degree to which you rigorously pursue an understanding of the materials covered. This includes reading the assigned materials, asking informed questions, and productively interacting with your peers in team assignments.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

Required textbook:

N/A

Cases:

- Ford Fiesta (511117-PDF-ENG)

Articles posted on module website

Chapter excerpts posted on module website (see below):

- Berger, Jonah (2016), *Contagious: Why Things Catch On*, Simon and Schuster.
- Greenberg, Eric, and Alexander Kates (2014), *Strategic Digital Marketing*, McGraw-Hill Education.
- Lee, Kai-Fu (2018), *AI-Superpowers: China, Silicon Valley, and the New World Order*, Houghton Mifflin Harcourt Publishing Co.
- Rudder, Christian (2014), *Dataclysm: Who We Are (When We Think No One's Looking)*, Random House Canada, 2014.
- Soberman, David, and Dilip Soman, eds. (2012), *Flux: What Marketing Managers Need to Navigate the New Environment*, University of Toronto Press.
- Watts, Duncan J. (2004), *Six Degrees: The Science of A Connected Age*, WW Norton & Company.

COURSE CULTURE

The purpose of the Course Culture is to promote a consistent classroom environment of mutual respect, preparation and engagement. Our expectation of you in class is to be:

Present: Your success depends on being on time and present for the entire class every session. Attendance will be part of your grade for class participation and students are expected to sit in their assigned seats.

Prepared: Bring your nameplate and complete any pre-work needed for class discussion. Expect the professor to cold call in class.

Participating: Active participation calls for no electronic devices such as laptops, tablet computers, or smartphones during class, except when the professor tells you as part of in-class work.

Assessment

Assignment	Type	Proportion of Grade
(1) Class Participation	Individual	25%
(2) Final Test	Individual	25%
(3) Group Assignments	Group	35%
(4) Final Presentation	Group	15%

(1) Class Participation

A portion of class time will be devoted to discussion and application of course concepts, which constitutes 25% of the total course grade. Class discussions are effective means of sharpening your critical thinking abilities. The discussion format provides an opportunity to argue your position and to learn from others by listening to their comments, analysis, and criticism.

Several criteria are considered when evaluating your class participation.

- Most important is the **quality** of the class participation. Sheer quantity is neither sufficient nor necessarily desirable.
- High quality class participation is thoughtful and includes comments that add to our understanding of a situation. It goes beyond mere repetition of case facts or simple truisms.

- High quality class participation is supported with qualitative and/or quantitative analysis based on marketing theory and concepts.
- Your comments should take into account the comments and analyses of your classmates and be relevant to the topic under discussion. Participation should move discussion forward.
- You need to be present in class in order to receive a strong class participation score.
- Tardiness is a hindrance to class discussion and a distraction. Please be on time.

(2) Final Test

The final test will cover concepts discussed throughout the entire module and is worth 25% of the module grade. The test will draw from in class materials as well as the weekly reading assignments.

(3) Group Assignments

To ground theory with practice, students will work on a group project in teams of five, where you will be tasked to initiate and supervise a digital marketing campaign for a real brand or product of your choice. Throughout the module, there will be group assignments that require you to apply class lessons to your digital marketing strategy, including applying social listening to identify your objective, creating viral content to increase word of mouth, and leveraging social media marketing to advertise effectively. The group assignments will culminate in a final presentation, where you and your team will present your digital marketing strategy for the brand or product you have worked on throughout the semester. These assignments will collectively make up 35% of the total grade.

(4) Final Presentation

On weeks 11 and 12, you and your team will need to present your digital marketing strategy for the chosen brand/product by drawing upon the various group assignments you have completed throughout the semester. The final presentation will constitute 15% of the total module grade.

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 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

Session	Topic	Subject Area	Assignment
1	Introduction to Digital Marketing/ Social Contagion I	Content Creation	GROUP: Choose a brand/product for semester long project
2	Social Contagion II	Content Creation	GROUP: Conduct market research for selected brand/product
3	Social Contagion III	Content Creation	GROUP: Begin social media marketing for brand/product
4	Content Marketing	Content Creation	
5	Display Marketing	Tools and Measurement	GROUP: Create video content for brand/product
6	Search Marketing I	Tools and Measurement	
7	Search Marketing II	Tools and Measurement	
8	Online Communities I	Behavior	
9	Online Communities II	Behavior	
10	Gamification	Behavior	
11	Final Presentations		GROUP: Present digital marketing campaign of brand/product in class
12	Final Presentations		GROUP: Present digital marketing campaign of brand/product in class
13	Final Test		