

## Module Outline

**Module Code** : MKT3422E/MKT3761E  
**Module Title** : Marketing in Social Networks  
**Semester** : Semester II, AY20/21  
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### Overview

Customers are usually connected with each other in various implicit or explicit social networks, and influence each other's opinions and decisions.

This module first introduces the basic terminology of social network analysis. It then discusses different intrinsic and extrinsic motivational factors underpinning customers' preferences and behaviors, and whether and how these motivational factors work differently without and in the presence of other customers. The module then teaches modern and advanced techniques to conduct social network analysis, in particular in the context of marketing, including advanced visualization methods, network representation learning, among others.

### Module Objectives

Students will master the basic terminology to conduct social network analysis. They will also be exposed to recent, modern, and advanced techniques in this area, with applications in marketing. To achieve that goal, students will be exposed to a few key motivational factors that drive customers' preferences and behaviors, including fairness, social norms, social image, altruism, emotion, satisfaction, among others, and they will learn how these factors work within networks.

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

There is no compulsory textbook. Some suggested titles will be provided in the first class, and relevant materials for each class will be provided a few weeks before each class.

There are two case studies for this module, one group case study and one individual case study. Both will be discussed in the first class.

There will be no final exam or test, but a group project, in which you are required to identify, collect data, and conduct analysis on some social network (either implicit or explicit) in life, and derive some business implications. The details of the project will be discussed in the first class as well.

## **Assessment**

Assessment Components	Weightage
<i><u>Work individually:</u></i>	
Class Participation	20%
Individual Case Study (One)	20%
Individual Exercise (Once)	10%
<i><u>Work in groups:</u></i>	
Group Case Study and Presentation	20%
Final Group Project and Presentation	30%

## **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

<b>Lesson/ Week</b>	<b>Topic</b>	<b>Activity</b> (preparation / cases & assignments / follow-up readings & resources)
1	Introduction	Preparation, logistics about the module.
2	Basic Terminology of Social Network Analysis (SNA)	Learn basic terminology and definitions of various constructs for conducting SNA.
3	Conducting SNA	Learn how to use R or Python or whatever programming language you are familiar with to conduct basic SNA.
4	Intrinsic Motivations of Customer Preferences and Behaviors	Discuss a few key intrinsic motivations that underpin customers' preferences and behaviors, and are relevant to network-mediated environments.
5	Extrinsic Motivations of Customers Preferences and Behaviors	Discuss a few key extrinsic motivations that underpin customers' preferences and behaviors, and are relevant to network-mediated environments.
6	The Role of Social Networks	Discuss what and how certain preferences and choices become congruent or divergent in network-mediated environments.
7	Group Case Presentation and Discussion	Students present and discuss their group case study.
8	SNA in the Field: Visualization I	Learn how to visualize real world social networks.
9	SNA in the Field: Visualization II	Learn how to visualize real world social networks.
10	SNA in the Field: Analysis I	Learn how to analyse real world social network data.
11	SNA in the Field: Analysis II	Learn how to analyse real world social network data.
12	Group Project Presentation I	Students present and discuss their group projects. It is likely to have a guest speaker session (1 hour) with guests from Tencent Games or Shopee as well.
13	Group Project Presentation II	Students present and discuss their group projects.