Module Outline

Module Code : MKT2711A
Module Title : Marketing Venture Challenge
Semester : Semester II, AY20/21
Faculty : Ms Wendy Lim
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Overview

Today, marketing helps more businesses become successful due to the abundance of digital tools that are available to small enterprises and online marketing solutions that help businesses find the right customers anywhere in the world. This class offers a unique opportunity for students to understand the basics of digital marketing and to turn their ideas into real, viable marketing solutions. From a marketing perspective, the class will cover digital and social media tools to help students formulate a digital marketing plan for their own business idea.

Students will have the opportunity to pitch their ideas to business leaders and get valuable feedback.

Module Objectives

This course aims to accomplish the following:
1. Understand how to develop business idea and positioning
2. Understand how to develop user personas and insights
3. Acquaint students with digital/social marketing tools
4. Develop communication and channel strategy
5. Equip students with tools to measure digital marketing performance
6. Marketing Venture Challenge: give students the opportunity to work in small groups to develop a digital marketing plan to market their own business idea and pitch to real business leaders

Assessment

Assessment Components	Weightage
This class will be on a Pass/No Pass grading scale. Your evaluation of P/NP will be based on: Class Participation Group project submission - full business and marketing plan	 30% 70%

MARKETING VENTURE CHALLENGE
● The class will be divided into groups of 4-5. Every student is expected to be part of a group that will ideate, develop, and create a business idea and marketing plan that will be later presented to the class and a group of judges.

DELIVERABLES

Group project submission - full marketing plan:
● The group project full marketing plan submission will count towards 70% of your total grade
● For the grading of your submission, weight will be applied on the relevance, feasibility, depth of your analysis, and integration and application of classroom materials of your proposal.
● Submission format: 10-20 PowerPoint slides. Submission through LumiNUS.
● Submission deadline: 25 March

Project
● Background/ problem statement
● Who is the target audience/ Insights
  ○ Observations/ research data
● Campaign big idea
● Digital channel strategy/ funnel
● Measurement & business case

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

About me
Wendy is a marketing strategist who is experienced in 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 had a successful track record leading teams and taking up advisory positions to C-suite level at Unilever, Rakuten, Grab and Google. She is an alumni of NUS business school and holds an MBA from the Harvard Business School.

Wendy is an avid hiker; living overseas in various parts of Asia, Europe and the US has given her ample opportunities to embark on hiking adventures. She is also passionate about learning & development of teams as well as mentoring students.

Schedule and Outline

Lesson/ Week	Topic	Class objectives (preparation / cases & assignments / follow-up readings & resources)
1	**Lecture 1 Produc**t: Creating business idea based on user insights	● How to form Personas and prioritize ● How to form user insights ● How to create business idea/ positioning ● Course overview ● Course requirements

2	**Lecture 2 Research**: Validating your new business idea	● Understand the different tools to collect user insights and test your new idea eg.
		● Google keywords
		  ○ Traditional methods
		  ○ Predictive tools
		  ○ Experiments
		
		● Project requirements

3	**Lecture 3 Price**- How to price your idea	● Different pricing strategies for products and services
4	L**ecture 4 Place**: Where to make your offering available **Promotion**: Using digital & social marketing tools to promote your idea	● Mapping user journey ● Selecting the right channels to sell ● Understand and choose different social media to market your idea
5	Group work and project discussion	● Submission of business idea and insights slide
6	Recess week	
7	Lecture 5 **Performance measurement**	● How to measure new user funnel and acquisition ● How to create business case
8	**Lecture 6** How to tell your business story	● Presenting strategy with a story ● How to tell a story with graphs
9	Group work/Consultations	-
10	Group work/Consultations	-
11	Elevator Pitch- All groups	Submission of group projects
12	Elevator Pitch-All groups	
13	Final panel presentation-Selected groups	Guest panel
	Reading week	