Module Outline

Module Code : MKT3415/MKT3714
Module Title : Digital Marketing
Semester : Semester I, AY2021/2022
Faculty : Dr 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

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.

Assessment

Assignment	Type	Proportion of Grade
(1) Class Participation	Individual	20%
(2) Final Test	Individual	30%
(3) Group Assignments	Group	35%
(4) Final Presentation	Group	15%

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

Session	Topic	Subject Area	Assignment
1	Introduction to Digital Marketing/Social Contagion I	Content Creation	*Reading:* - Ford Fiesta (HBS Case) - Flux, Ch. 4 What Makes the Internet Different? - Strategic Digital Marketing, Ch. 1&2 Marketing Strategies for a Digital World
2	Social Contagion II	Content Creation	GROUP: Submit list of group members and brand/product by Jan 1 *Reading:* - Contagious: Why Things Catch On, Introduction Chapter - Muchnik, Aral, and Taylor (2013), "Social Influence Bias: A Randomized Experiment," *Science*
3	Social Contagion III	Content Creation	*Reading:* - Berger and Milkman (2012), "What Makes Online Content Viral?" *Journal of Marketing Research*
4	Content Marketing	Content Creation	*Reading:* - Humphreys and Wang (2017), "Automated Text Analysis for Consumer Research," *Journal of Consumer Research* - He and Miao (2020), "When Brands Speak: The Effects of Personified Content on Social Media"
5	Display Marketing	Tools and Measurement	GROUP: Submit market analysis before class *Reading:* - Lambrecht and Tucker (2013), "When Does Retargeting Work?" *Journal of Marketing Research*

6	Mobile Marketing and Native Advertising	Tools and Measurement	*Reading:* - Fong, Fang, and Luo (2015), "Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions," *Journal of Marketing Research*
RECESS WEEK			
7	Search Marketing	Tools and Measurement	*Reading:* - Blake, Nosko, and Tadelis (2015), "Consumer Heterogeneity and Paid Search Effectiveness: A Large-Scale Field Experiment," *Econometrica*
8	Online Communities I: What Brings Us Together?	Behavior	*Reading:* - Rudder (2014), Dataclysm, Ch. 1&3
9	Online Communities II: What Tears Us Apart?	Behavior	GROUP: Submit sentiment analysis before class *Reading:* - Vosoughi, Roy, and Aral (2018), "The Spread of True and False News Online," *Science*
10	Gamification	Behavior	GROUP: Submit all 4 pieces of content before class *Reading:* - Lee (2018), AI Superpowers: China, Silicon Valley, and the New World Order, Ch. 2
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		