

Module Outline

Module Code : MKT2711A
Module Title : Marketing Venture Challenge
Semester : Semester I, AY2021/2022
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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

General Guide & Reading N/A

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: 14 Oct
- Late submission: 50% of grade deducted
- Students who do not actively participate in project/ class will have their grades adjusted which may change Pass/Fail grading

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>

Course Schedule

Week	Topic	Class objectives (preparation / cases & assignments / follow-up readings & resources)
1	Lecture 1 Introduction: Product & users	<ul style="list-style-type: none"> ● Course overview ● Course requirements ● Project requirement
2	Lecture 1 Persona & research:	<ul style="list-style-type: none"> ● How to form Personas ● Understand the different tools to collect user insights and test your new idea eg. <ul style="list-style-type: none"> ○ Traditional methods ○ Predictive tools ○ Experiments
3	Lecture 2 Insights & Jobs to be done	<ul style="list-style-type: none"> ● How to form user insights ● How to create business idea/ positioning
4	Lecture 4 Price: Managing demand & supply & pricing	<ul style="list-style-type: none"> ● 2 sided market platforms (B2C, C2C, B2B) ● Different pricing strategies for products and services
5	Lecture 5 Promotion & measurement: Digital marketing tools & measurement	<ul style="list-style-type: none"> ● How to create advertising message ● Selecting the right channels to sell & promote(user journey) ● How to measure new user funnel and acquisition
6	Lecture 7: Telling your story	<ul style="list-style-type: none"> ● Presenting to stakeholders ● Say it with charts ● Submission of project one-pager
	Reading week	
7	Group work/Consultations	
8	Group work/Consultations	
9	Elevator Pitch- All groups	<ul style="list-style-type: none"> ● Submission of group projects ● Group presentations
10	Elevator Pitch-All groups	<ul style="list-style-type: none"> ● Group presentations
11	Final panel presentation	<ul style="list-style-type: none"> ● Everyone has to attend
12		No class
13		