

Module Outline

Module Code : MKT3415/MKT3714
Module Title : Digital Marketing
Semester : Semester I, AY2021/2022
Faculty : Dr Daniel He
Department : Marketing
Email : daniel.he@nus.edu.sg
URL : <https://bizfaculty.nus.edu.sg/faculty-details/?profId=529>
Telephone : 6516 3040

COURSE DESCRIPTION

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.

COURSE 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.

METHOD OF EVALUATION

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 completing a market research report, applying social listening to identify your objective, and creating 4 pieces of viral content to increase word of mouth. At the end of the semester, you and your teammates will have the opportunity to assess each other's contribution to the group assignments.

These assignments will collectively make up 35% of the total grade.

- Market research report (5%)
- Sentiment analysis (5%)
- 4 pieces of digital content (20%)
- Peer evaluation (5%)

(4) Final Presentation

On weeks 10 and 11, 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.

COURSE MATERIALS

Required textbook:

- N/A

Cases:

- Ford Fiesta (5111117-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.
- 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.

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.

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

Session	Topic	Subject Area	Assignment
1	Social Contagion I	Content Creation	<p>GROUP: Form groups and choose a brand/product for semester long project</p> <p><i>Reading:</i></p> <ul style="list-style-type: none"> - Ford Fiesta (HBS Case) - Flux, Chapter 4 What Makesthe Internet Different? - Strategic Digital Marketing, Chapters 1& 2 Marketing Strategies for a Digital World
2	Social Contagion II	Content Creation	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Contagious: Why Things Catch On Introduction Chapter - Muchnik, Aral, and Taylor (2013), "Social Influence Bias:A Randomized Experiment, <i>Science</i>
3	Social Contagion III	Content Creation	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Berger and Milkman (2012), "What Makes Online Content Viral?" <i>Journal of Marketing Research</i>
4	Content Marketing	Content Creation	<p>GROUP: Submit market research report</p> <p><i>Reading:</i></p> <ul style="list-style-type: none"> - Humphreys and Wang (2017), "Automated Text Analysis for Consumer Research," <i>Journal of Consumer Research</i>

5	Display Marketing	Tools and Measurement	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Lambrecht and Tucker (2013), "When Does Retargeting Work?" <i>Journal of Marketing Research</i>
6	Mobile Marketing and Native Advertising	Tools and Measurement	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Fong, Fang, and Luo (2015), "Geo-Conquering: Competitive Locational Targeting of Mobile Promotions," <i>Journal of Marketing Research</i>
7	Search Marketing	Tools and Measurement	<p>GROUP: Submit social listening report</p> <p><i>Reading:</i></p> <ul style="list-style-type: none"> - Blake, Nosko, and Tadelis (2015), "Consumer Heterogeneity and Paid Search Effectiveness: A Large-Scale Field Experiment," <i>Econometrica</i>
8	Online Communities	Behavior	<p><i>Reading:</i></p> <ul style="list-style-type: none"> - Dataclysm, Chapters 1 & 3 - Vosoughi, Roy, and Aral (2018), "The Spread of True and False News Online," <i>Science</i>
9	Gamification	Behavior	GROUP: Submit 4 pieces of digital content
10	Final Presentations		GROUP: Present digital marketing campaign of brand/product in class
11	Final Presentations		GROUP: Present digital marketing campaign of brand/product in class
12	Deepavali (No class)		
13	Final Test		Location TBD