

Module Outline

Module Code : MKT4761F
Module Title : SIM: Marketing Innovation & Disruption
Semester : Semester 2, AY 2022/2023
Faculty : Mr Joe Escobedo
Department : Marketing
Email :
URL : <https://bschool.nus.edu.sg/marketing/faculty>

Summary

Even the most brilliant innovation can fail if you don't know how to market it. In other words, just because you build it doesn't mean they'll come. Marketing Innovation will help you to leverage marketing concepts and research to better influence the outcomes of new products and innovations. You will learn how to evaluate market attractiveness, think about the design and management of distribution channels, and understand pricing architectures.

Module Objectives

Students who take this course can expect to:

1. Understand and identify how disruptive strategies drive value creation and growth
2. Learn about how disruption has impacted the current marketing landscape
3. Explore the key concepts around how marketing can be used as a disruptive innovator
4. Apply disruptive principles to real-life business situations

The module will primarily be lecture and discussion based, with cases and real-world examples used to anchor class discussions. Individual and group assignments will reinforce, and extend, concepts learned in class.

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

Recommended reading:

The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators (Jeff Dyer, Hal Gregersen, Clayton M. Christensen)

The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google (Scott Galloway)

The Cold Start Problem: How to Start and Scale Network Effects (Andrew Chen)

Assessment

Assessment Components	Weightage
Class participation	25%
Individual Assignment	15%
Group Assignment	15%
Final Presentation	45%
Consisting of:	
Individual Presentation Performance	20%
Group Content	25%

Class participation

Class participation plays an important part in demonstrating understanding and application of the core concepts of the course. The focus of class participation is on the quality of discussion, not discussion for its own sake. A key element of class participation is attendance, which will be a non-trivial component of the overall score.

Individual Assignment

Assignment: Case study on a disrupted industry

All assignments are to be in PowerPoint format, no more than 10 slides. Assignments should be submitted before the case discussion in class.

Submit your assignments on CANVAS. A folder will be created for your submission. Ensure there is no plagiarism. Anything above 20% duplication will be penalized.

Group Assignment

Assignment: Case on digital marketing

All assignments are to be in PowerPoint format, no more than 10 slides. Assignments should be submitted before the case discussion in class.

Submit your assignments on CANVAS. A folder will be created for your submission. Ensure there is no plagiarism. Anything above 20% duplication will be penalized.

Final Presentation

In Weeks 12 and 13, you and your team (about 5 students per team) will need to apply the principles learned throughout the course by proposing a disruptive product or service and developing a marketing strategy for it. You will have to prepare a presentation (no more than 15 slides), as well as a 15 min presentation with a 10 min Q&A session. All group members need to participate, either in the presentation or the Q&A.

Free-riding is strongly discouraged. The University takes a stern view of such behaviour. In instances where groups report severe inequity, a peer assessment form may be used to moderate and alter the final scores of students who free-ride.

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’s 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

Joe Escobedo has advised and trained over 12,000 executives from around the world, from countless Fortune 1000 brands, on building brands and growing revenue through digital. He is a former LinkedIn content marketing consultant, advising the Company’s top clients across Asia Pacific. He has been a contributor for Forbes, Inc, HuffPost and other top-tier media. His articles have garnered over 1 million views. He is a digital marketing and social media marketing lecturer for the world’s top-ranked business schools.

Schedule & outline

Week beginning	Lecture Topic	Activity
1	Defining Innovation and Disruption	<p>What is Innovation? What is Disruption? How have companies been disrupted in the past?</p> <p>What is the “Incumbent’s Dilemma”? Why do firms find it hard to adapt to disrupting competitors?</p>
2	Innovation and Disruption- Two Sides of the Same Coin	How have firms harnessed the power of innovation to craft winning strategies to disrupt their fields? Why is disruption happening more rapidly?
3	Marketing in the Age of Disruption (Marketing 4Ps – Part I)	<p>How have disruption’s principles impacted the marketing field?</p> <p>What are the key disruptive trends, and how is the industry responding from the perspective of the marketing 4Ps?</p>
4	Marketing in the Age of Disruption (Marketing 4Ps - Part II)	<p>How have disruption’s principles impacted the marketing field?</p> <p>What are the key disruptive trends, and how is the industry responding from the perspective of the marketing 4Ps?</p>
5	Marketing in the Age of Disruption (Marketing 4Ps - Part III)	<p>How have disruption’s principles impacted the marketing field?</p> <p>What are the key disruptive trends, and how is the industry responding from the perspective of the marketing 4Ps?</p>
6	The New Digital Part 1 + Scheduled Consultation 1	<p>First half: Understand the opportunities presented by the rise of marketing disruption in traditional companies</p> <p>Second half: Scheduled Consultation with groups on their final project progress + In-class group case study assignments</p>

7	The New Digital Part 2 + Scheduled Consultation 2	<p>First half: Understand the challenges presented by the rise of marketing disruption in digital native companies</p> <p>Second half: Scheduled Consultation with groups on their final project progress + In-class group case study assignments</p>
8	Guest Speaker and Case Study 1	<p>Guest speaker: Business leader from a disrupted/disruptive industry</p> <p>Groups to discuss industry, company or process that fits into the disruption framework</p> <p>Hand in Assignment 1 before Case Discussion</p>
9	Managing Disruption	<p>What are some proven strategies for conquering the challenges of transition and managing disruption?</p> <p>Identify the most common pitfalls new leaders encounter in managing disruption and provide the tools and strategies you need to avoid them.</p>
10	Guest Speaker and Case Study 2	Groups to discuss industry, company or process
11	The Future of Marketing	<p>What could the future of marketing look like?</p> <p>How can we identify the key drivers and trends that can help shape our understanding of the future?</p>
12	Final group presentations - Part 1	All groups to hand in presentations.
13	Final group presentations - Part 2	