

## Module Outline

**Module Code** : MKT3714B  
**Module Title** : Digital Marketing  
**Semester** : Semester 2, AY 2022/2023  
**Faculty** : Ms Wendy Lim  
**Department** : Marketing  
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### Overview

The critical function of marketing is to acquire and retain customers by providing superior customer experiences. This first part of this course explores how digital technology allows marketers to fulfill this critical marketing function in new and innovative ways. To be a digitally savvy marketer, one needs to understand the nuances of digital technology that enable firms to obtain insight into customer needs and leverage this data to provide personalized products and services. This second part of this course introduces fundamentals of digital marketing channel structures, and promotion strategies used by brands that have successfully leveraged digital technology. You will cover these topics through a combination of real-world case studies, and apply what you have learned through a semester-long group project.

### WHAT IS THE UNIQUE SELLING POINT OF THIS COURSE?

- Lead by a digital marketing expert with 10 years of digital marketing experience across Google, Grab, Rakuten, Unilever who will apply understanding of digital marketing theories through the lens of real-world case studies
- Case study method to help students train in delivering real time thinking in your future employment or ventures.
- Opportunity to present to panel of digital marketers and experts

### PROPOSED METHOD OF EVALUATION

#### Assignment Type Proportion of Grade

Class Participation Individual 30%

Group Presentation Group 50%

Individual Presentation Individual 20%

## **Group project**

You are to find your own team of 4-5 students. Your task is to develop a digital marketing strategy, leveraging owned, paid and earned digital marketing based on case study and data provided, which includes:

- Analyze user funnel analysis and draw out key takeaways
- Identify key marketing/ business objectives
- Develop Digital marketing plan
- Showcase key success measure/ funnel metrics uplift and revenue impact

You are to develop a powerpoint deck of no more than 20 slides to present your marketing plan in a 30 minutes presentation (20 minutes + 10 minutes Q&A) to a panel of digital marketing experts and leaders.

## **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-conduc>

**SYLLABUS**

Week		Assigned reading
1	<p><b>Assigned reading: Outbound Marketing</b></p> <ul style="list-style-type: none"> <li>Section 2.1 Outbound marketing</li> <li>Complete exercise questions and interactive exercise in this section for following week discussion</li> </ul>	<p>Marketing Reading: Digital Marketing</p> <p>By: Sunil Gupta, Joseph Davin 8224-PDF-ENG</p>
2	<p><b>Digital Marketing fundamentals: Outbound Marketing</b></p> <ul style="list-style-type: none"> <li>Examine the use of digital technologies to reach consumers via video, search, and display ads (outbound marketing)</li> <li>Allocating marketing resources between (a) offline and online advertising, (b) display and search advertising, and (c) various display ad networks.</li> </ul>	<p>BBVA Compass:Marketing Resource Allocation</p> <p>By: Sunil Gupta, Joseph Davies-Gavin 511096-PDF-ENG</p>
3	<p><b>Assigned reading: Inbound Marketing</b></p> <ul style="list-style-type: none"> <li>Section 2.2 Inbound marketing</li> <li>Complete exercise questions and interactive exercise in this section for following week discussion</li> </ul>	<p>Marketing Reading: Digital Marketing</p> <p>By: Sunil Gupta, Joseph Davin 8224-PDF-ENG</p>
4	<p><b>Digital Marketing fundamentals: Inbound Marketing</b></p> <ul style="list-style-type: none"> <li>Explore the concept of inbound marketing through the use of Web 2.0 tools and applications like blogging, search engine optimization, and social media.</li> <li>Understand inbound marketing model of marketing communications: segmentation and targeting, pricing, and driving growth for an entrepreneurial start-up.</li> <li>Trade-offs between Inbound and Outbound Marketing</li> </ul>	<p>HubSpot: Inbound Marketing and Web 2.0</p> <p>By: <b>Thomas Steenburgh, Jill Avery, Naseem Dahod</b></p> <p><b>509049-PDF-ENG</b></p>

5	<b>Digital Marketing fundamentals: Social Media Marketing (I)</b> <ul style="list-style-type: none"> <li>● Understand value of viral marketing, especially viral advertising</li> <li>● Evaluating product-centric focus (i.e., any content/media desired by brands) in an advertising-based business</li> </ul>	<b>Mekanism:</b> <a href="#">Engineering Viral Marketing</a>  <b>By: Thales S. Teixeira, Alison Caverly</b>  <b>512010-PDF-ENG</b>
6	<b>Digital Marketing fundamentals: Social Media Marketing (II)</b> <ul style="list-style-type: none"> <li>● Examining how to integrate digital and social media to engage consumers.</li> <li>● Understanding the challenges in measuring return on marketing investments.</li> <li>● How to use marketing to deliver on commercial targets.</li> </ul>	<a href="#">Marketing Transformation at Mastercard</a>  <b>By: Sunil Gupta, Srinivas K. Reddy, David Lane</b>  <b>517040-PDF-ENG</b>
<b>Recess Week</b>		
7	<b>Digital Marketing fundamentals: Mobile Marketing</b> <ul style="list-style-type: none"> <li>● Understand user barriers and triggers to mobile-based services</li> <li>● Understand consumers' multichannel behavior</li> <li>● Recognizing mobile as a disruptive force</li> </ul>	<a href="#">Bank of America: Mobile Banking</a>  <b>By: Sunil Gupta, Kerry Herman</b>  <b>510063-PDF-ENG</b>
8	<b>Digital Marketing fundamentals: Website Design</b> <ul style="list-style-type: none"> <li>● Convert a traditional website into a funnel for lead generation; online tactics and tools to track customer leads and gather customer intelligence</li> <li>● Integrate a website with business processes for lead life-cycle management; enable branding and positioning through creative use of the company website; drive business growth and establish thought leadership</li> <li>● Assess website performance on input, process, output, and impact parameters.</li> </ul>	<a href="#">HCL Technologies: Pushing the Billion-Dollar Website</a> <b>By: Apurva Chamaria, Gaurav Kakkar, Srividya Raghavan</b> <b>W16673-PDF-ENG</b>  Website Design Chapter 2  <b>BEP539-PDF-ENG</b>

9	<p><b>Digital Promotion Strategy:: How does customers experience our brand</b></p> <ul style="list-style-type: none"> <li>● Learn how to map a digital customer journey</li> <li>● Understand how customer journey impacts customer experience in the digital age</li> </ul>	<p><b>Customer journey Map Exercise</b></p> <p><b>By: Rajkumar Venkatesan, Tami Kim</b></p> <p><b>UV8303-PDF-ENG</b></p>
10	<p><b>Digital Promotion Strategy: Customer Insights exercise</b></p> <ul style="list-style-type: none"> <li>● Understand the online tools digital marketers use to identify opportunities and customer needs</li> <li>● Exercise using Google Trends, Google Keyword Planner, Answer the Public, and other online tools</li> </ul>	<p><a href="#">Customer Insights Exercise</a></p> <p><b>By: Rajkumar Venkatesan, Tami Kim</b></p> <p><b>UV8305-PDF-ENG</b></p>
11	<p><b>Digital promotion Strategy :Who to target and how</b></p> <ul style="list-style-type: none"> <li>● Learn how digital marketing advertisements and campaigns- search, display, and shopping ad campaigns are created</li> </ul>	<p><a href="#">Mimic pro simulation</a></p>
12	<ul style="list-style-type: none"> <li>● <b>Group presentation - Part 1</b></li> <li>● Assigned case question</li> </ul>	<p><a href="#">Glossier: Co-Creating a Cult Brand with a Digital Community</a></p> <p><b>By: Jill Avery</b></p> <p><b>519022-PDF-ENG</b></p>
13	<p><b>Group presentation - Part 2</b></p> <ul style="list-style-type: none"> <li>● Continued from last week</li> </ul>	