

## Course Outline

*Updated: 3 Jul 2023*

<b>Course Code</b>	: MKT2711A
<b>Course Title</b>	: Marketing Venture Challenge
<b>Semester</b>	: Semester 1, AY 2023/2024
<b>Faculty</b>	: Mr Tchea Jiahao
<b>Department</b>	: Marketing
<b>Email</b>	: jt_tchea@nus.edu.sg
<b>URL</b>	: <a href="https://bschool.nus.edu.sg/marketing/faculty/">https://bschool.nus.edu.sg/marketing/faculty/</a>
<b>Consulting Hours</b>	: Virtual and by appointment

### Overview

In this course, we will explore how the internet and technology have created a generation of digital consumers like yourself. Flip that around and we will also look at that from the lens of tech businesses and companies, what the profound impacts are from their disruptive business models. We will also discuss some of the latest frontier of technologies such as AI, blockchain and AR/VR.

As we understand these disruptive nature of technology companies, we will learn the various concepts of turning an idea into a business such as market sizing, finding product-market fit and user acquisition in the digital age.

This class offers students a unique opportunity to work together to develop and understand new business ideas and models. At the end of the class, students should have a firm understanding of the internet/tech industry and how companies in the industry thrive.

### **Industry/career mentor**

As an alumnus of NUS Business School, I want to give back to my alma mater and that means the students. I am extremely lucky in my career to work in the tech industry early on and will always be happy to share with and mentor students who are interested in this area.

### Module Objectives

This course aims to accomplish the following:

1. Understand how the internet and technologies have impacted the world economy
2. Understand how to develop a business idea and/or how business ideas are form and executed
3. Acquaint students with digital marketing principles

### **General Guide & Reading**

No textbooks will be required for the course. For the first half of the course, you will be required to read and come prepared to discuss in class assigned handouts, readings and podcasts, prior to each lecture. These assignments and reading materials will be provided. You will be expected to actively participate during class sessions and you may be called upon to share your thoughts regarding the assignment. Classes will also include videos, exercises, case discussions, and external speakers.

During the 2nd half of the course, you will be expected to apply both your learnings from the readings and the lecture notes to your business plans.

### **Assessment**

This class will be on a Pass/No Pass grading scale. Your evaluation of P/NP will be based on:

Class Participation: 30%

Group project submission - idea submission: 10%

Group project submission - business plan: 40%

Group project submission - presentation: 20%

### **Group Project - Marketing Venture Challenge**

**Startup business plan:** Ideate, develop and create a technology / internet based business plan. Your business idea needs to be able take advantage of the digital world and consumers to scale fast and disrupt incumbent companies.

Each group must have four or five per group. You can form your own groups, but everyone must belong to a group. If you don't have a group, one will be assigned to you.

#### ***Group project submission - Part 1 (10%)***

Part 1 of group project submission will count towards 10% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied to both the quality of the submission and the context behind the "why".

#### **Deliverables:**

- Your business idea, problem statement and supporting insights
- Format: 2 PowerPoint slides.
- Submission through LumiNUS.
- Deadline: Week 5

#### ***Group project submission - Part 2 (40%)***

Part 2 of group project submission will count towards 40% of your total grade and will be graded on a group basis. For the grading of your submission, the weight will be applied to the depth of your analysis, integration and application of classroom materials, and the "soundness" of your proposal.

#### **Deliverables are different for both project types:**

1. **Startup business plan**
  - a. **Full business and marketing plan**
    - i. Background/ problem statement
    - ii. Product description and value proposition
    - iii. Target market, market sizing, Observations/ research data
    - iv. Marketing plan, user acquisition

- v. Financial planning/ cost structure/ revenue stream
- b. Format: 10-20 PowerPoint slides.
- c. Submission through LumiNUS.
- d. Deadline: Week 12

### **Group project submission - Part 3 (20%)**

Part 3 of the group project submission will count toward 20% of your total grade and be graded on a group basis. For the grading of your submission, the weight will be applied to the depth of your analysis, integration and application of classroom materials, and presentation. All groups will present their work during week 12 & 13 of class.

#### **Deliverables for presentation:**

- 15 minutes
- 5 minutes QnA
- No limit PowerPoint slides

### **Peer Evaluation**

Free-riding is not to be tolerated. If there is any free riding, group members may file in a Peer Evaluation Form (get from me) and marks for free riders may be severely reduced, affecting their pass/fail status.

### **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>

### **About me**

JT leads the revenue strategy and operations for Ripple APAC, based in Singapore. His work spans across revenue operations, organisational efficiency, resourcing, investments, and go-to-market strategy for the APAC region. Prior to Ripple, JT has worked in the strategy and operations team for Google APAC Ads business, and at Airbnb China. At Airbnb China, he was part of the China landing team that expanded Airbnb’s presence into China, growing the operations in China from 20 to 300 employees. JT is also a proud alumnus of NUS Business School.

**Schedule and Outline [Subject to changes]**

Week	Details (submission in bold) // All submission deadline by end of class
1	<ul style="list-style-type: none"> <li>● Introduction to the course</li> <li>● Project overview and submissions</li> <li>● Digital consumers and ecosystem 1</li> </ul>
2	<ul style="list-style-type: none"> <li>● Digital consumers and ecosystem 2</li> <li>● Disruptive business models</li> </ul>
3	<ul style="list-style-type: none"> <li>● Brand marketing (guest)</li> <li>● <b>Submission of group</b></li> </ul>
4	<ul style="list-style-type: none"> <li>● Digital marketing &amp; user acquisition (guest)</li> </ul>
5	<ul style="list-style-type: none"> <li>● Finding product market-fit</li> <li>● Network effects</li> <li>● <b>Group project submission - Part 1</b></li> </ul>
6	<ul style="list-style-type: none"> <li>● Feedback on group ideas / Consultation</li> </ul>
<b>Reading week</b>	
7	<ul style="list-style-type: none"> <li>● Market validation, sizing, competition</li> <li>● Preparing financials for your pitch</li> <li>● New frontiers: AI, Blockchain, AR/VR</li> </ul>
8	<ul style="list-style-type: none"> <li>● Case - Regulation and public policy in tech</li> <li>● New frontiers: AI, Blockchain, AR/VR</li> <li>● AMA</li> </ul>
9	<ul style="list-style-type: none"> <li>● Group work / Consultation</li> </ul>
10	<ul style="list-style-type: none"> <li>● Group work / Consultation</li> </ul>
11	<ul style="list-style-type: none"> <li>● Group work / Consultation</li> </ul>
12	<ul style="list-style-type: none"> <li>● <b>Group project submission - Part 2</b></li> <li>● <b>Group presentation</b></li> </ul>
13	<ul style="list-style-type: none"> <li>● <b>Group presentation</b></li> </ul>

\*Module outline and schedule are subject to changes which will be communicated to all students