

Course Outline

Course Code : MKT4761F
Course Title : SIM: Disruption and Marketing
Semester : Semester 2, AY 2023/2024
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Overview

This course delves into the latest marketing innovation frameworks, tools, and technologies. It emphasizes practical skills for implementing innovative practices, with a strong focus on understanding and influencing stakeholders, and features real-world examples, case studies, and guest speakers.

Assessment

Assessment Components	Weightage
1. Class Participation	30%
2. In-class Quizzes	30%
3. Group Project & Presentation (subject to peer evaluation)	40%

Class Participation

You are expected to attend each class on time and participate voluntarily and actively in class discussions. In addition, you are also expected to listen to the lectures and contribute to the discussions by both listening to your classmates and volunteering your own viewpoints.

Note: It's important to attend and be punctual for each class, as missing classes or attending class late without valid reasons may negatively impact your grade. In the event of missing class or late attendance due to medical or university-related reasons, you must provide a relevant medical certificate (MC) or university document via email. This certificate will help ensure that your late attendance or absence does not affect your class participation evaluation.

Individual Assignment

There will be three quizzes held in class. These focus on your understanding of the course materials. No make-up quiz will be held if you are absent, unless on medical grounds.

Group Project and Presentation

This project is to allow you to apply the topics that we learn in this module to an industry of your choice. The company must be included in the project brief. You may use published information sources for this project, and if necessary, conduct some primary research. More details about your involvement in the project and the final presentation format will be announced in class.

You are allowed to form your own group. Please be advised to choose your group members wisely and allocate responsibilities clearly. Note that this component is subject to peer evaluation ratings. Presentations will be held on Weeks 12 and 13.

Late Submissions

Late submissions will be subject to a 10% grade penalty in the first 24 hours past the submission deadline and a further 10% penalty every subsequent 24 hours.

Peer Evaluation

Members of each group will evaluate the contribution of other group members. An average score will be calculated for each group member. Your score for the group assignment will be weighted by this average peer evaluation score. As such, poor contribution to group work will affect your grade adversely.

Your evaluations will be treated confidentially. Non-submissions or late submissions would be assumed as 100% ratings for all group members.

FAQs

Group Project Specifics:

1. **Are there any restrictions on the sources of information for the project?** No.
2. **Am I required to attend both presentation days even if I'm not presenting?** Yes, unless on medical grounds.
3. **Will I be able to ask questions regarding the group presentation?** Only during the first 10 minutes of each class and during your in-class consultation on week 6.

In-Class Quizzes:

1. **What format will the quizzes take?** Multiple choice.
2. **Will the quizzes cover material from lectures, readings, or both?** Only in-class lectures.
3. **Is there any study guide or specific chapters students should focus on for the quizzes?** Your class slides and notes are the best study guides.
4. **Will I be able to ask questions regarding the in-class quiz?** No.

Class Participation:

1. **How is class participation graded? Are there specific criteria?** Class participation is based on both the quality and quantity of your involvement in class discussions and exercises.
2. **Does asking questions count towards class participation?** Yes.

Late Submission Policy:

1. **How should students submit late assignments?** Via email.

General Course Queries:

1. **Will there be any guest speakers or special lectures?** Yes, we are planning to invite guest speakers.
2. **Are there any extra credit opportunities available in this course?** No.
3. **How can students provide feedback about the course or suggest improvements?** I'll be sharing a feedback form after each class.

Technology and Resources:

1. **What platforms or software will be used for class communications and submissions?** Canvas
2. **Are there any recommended resources or tools for completing the group project?** Slides and notes from our previous classes.

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 doubts, you should consult your instructor.

Additional guidance is available at:

- [Administrative Policies](#)
- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Schedule and Outline

Lesson/ Week	Session
1	Introduction to Marketing Innovation
2	The Innovator's Dilemma & Solution
3	Design Thinking
4	Jobs to be Done <i>In-class Quiz</i>
5	Blue Ocean Strategy
6	In-class Consultations
Recess	No class
7	Lean Startup <i>In-class Quiz</i>
8	Zero to One
9	Crossing the Chasm
10	Exponential Organizations <i>In-class Quiz</i>
11	Getting Buy-in For Innovation
12	Final Project Presentation (I)
13	Final Project Presentation (II)