

Course Outline

Course Code : MKT4761K
Course Title : SIM: Marketing Technology
Semester : Semester 2, AY 2023/2024
Faculty : Mr Alvin Tan
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Overview

Rapidly evolving technologies, like ChatGPT, are a double-edged sword for marketers. While they offer unprecedented access to MarTech tools and solutions, they also reshape consumer behaviour and experiences. Companies are increasingly leveraging MarTech, such as chatbots, AR/VR, and the metaverse, to develop high-tech touchpoints that deliver new customer value.

This course, designed as a marketer's guide to MarTech, presents through experiential learning on the latest MarTech tools and solutions augmenting customer journeys. Through hands-on workshops and real-world case studies, you will learn how to assess and develop effective MarTech strategies for customers of tomorrow.

Course Objectives

At the end of this course, students should be able to:

1. Explain the impact of rapidly evolving technologies on customer experiences.
2. Apply the different MarTech tools and solutions, and the technologies powering them.
3. Evaluate the managerial implications of MarTech deployment along the customer journey.
4. Develop innovative MarTech strategies that can effectively deliver value to customers.

Note: This course aims to help you gain the knowledge and confidence to effectively communicate and collaborate with technical specialists, such as software developers and data scientists, on MarTech projects. You will experience and experiment with various no-code/low-code MarTech tools to appreciate the underlying technology and evaluate the managerial implications for marketing.

General Guide & Reading

This course adopts selected frameworks from the recommended textbook. However, **you are not required to purchase it for this course**. The recommended textbook is available for loan at both NUS and NLB libraries. Suggested readings and references will be provided to enhance your understanding of the topics covered.

Recommended Textbook

- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity.

Assessment

Assessment Components	Weightage
Online Quiz (OQ)	10%
Class Participation (CP)	20%
Discussion Board (DB1: 15%, DB2: 15%)	30%
Group Project (GP)	40%

Assessment Outline

- **Online Quiz:** The online quiz will include a set of MCQs covering the topics taught. You will complete the online quiz on your own time before the deadline.
- **Class Participation:** The sectionals are designed to help you experience and reflect through the case discussions and hands-on workshops. You can contribute to the class through active participation in the various in-class learning activities.
- **Discussion Board:** The discussion boards serve as a post-class online forum to internalise in-class learning and share your explorations on real-world use cases with your peers. You will post and comment on the discussion boards. We will have a total of 2 discussion boards.
- **Group Project:** You will work with your group to develop a MarTech strategy aimed at enhancing the customer experience for a business through the use of high-tech touchpoints along the customer journey. You can create your MarTech solution for a real or fictitious company. You will present your MarTech strategy and solution prototype at the group project presentation.

Study Group

You can form your own study group of 5 to 6 members. You will collaborate with your group on both the in-class learning activities and group project.

Academic Honesty & Plagiarism

Academic integrity and honesty are 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

Week	Topic	Activity / To-Do
1	<p>MarTech for Customers of Tomorrow <i>How can brands leverage MarTech for customers of tomorrow?</i></p> <ul style="list-style-type: none"> Marketing Technology and Kotler's 5As Customer Path High-Tech Touchpoints and Customer Experience (CX) <p>Reading</p> <ul style="list-style-type: none"> Tordjman, K. L. (2023, March 20). High-Tech Touchpoints Are Changing Customer Experience. Harvard Business Review. 	<p>Activity Ice-Breaker Course Overview Group Discussion</p>
2	<p>Aware: Attract Customers with AI Machine Learning <i>How can brands leverage machine learning to target customers?</i></p> <ul style="list-style-type: none"> Artificial Intelligence and Machine Learning Targeted marketing with Machine Learning <p>Case: Disney+ and Machine Learning in the Streaming Age</p> <ul style="list-style-type: none"> McTigue K. and Anderson T. (2023, January 27) Disney+ and Machine Learning in the Streaming Age. Northwestern Kellogg School of Management. 	<p>Activity Group Discussion Case Discussion</p>
3	<p>Aware: Attract Customers with AI Machine Learning <i>How can brands leverage machine learning to target customers?</i></p> <ul style="list-style-type: none"> CRISP-DM and Automated Machine Learning Content Creation with Generative AI and LLMs <p>Workshop</p> <ul style="list-style-type: none"> Build and deploy machine learning models Explore generative AI tools for content creation <p>Reading</p> <ul style="list-style-type: none"> Siegel E. (2023, March 24) How Machine Learning Can Improve Customer Experience. Harvard Business Review. 	<p>Activity Hands-on Workshop</p> <p>Assessment Discussion Board 1 (Due: End of Week 4)</p>
4	<p>Appeal: Build Customer Relations with CRM Automation <i>How can brands build customer relations with marketing automation?</i></p> <ul style="list-style-type: none"> Customer Relationship Management (CRM) System Robotic and Intelligent Process Automation (RPA/IPA) <p>Workshop</p> <ul style="list-style-type: none"> Explore CRM system for building customer relationship Apply RPA and IPA for automated email marketing campaign <p>Reading</p> <ul style="list-style-type: none"> What CRM software can do with Automation. (2021). Automation Anywhere. 	<p>Activity Group Discussion Hands-on Workshop</p>

5	<p>Appeal: Build Customer Relations with CRM Automation <i>How can brands build customer relations with marketing automation?</i></p> <ul style="list-style-type: none"> • CRM System Evaluation and Deployment • CRM Automation Application <p>Case: HubSpot and Motion AI: Chatbot-Enabled CRM</p> <ul style="list-style-type: none"> • Avery J. and Steenburgh T. (2018, February 12) HubSpot and Motion AI: Chatbot-Enabled CRM. Harvard Business School. 	<p>Activity Case Discussion Hands-on Workshop</p> <p>Assessment Discussion Board 2 (Due: End of Week 6)</p>
6	<p>Ask: Create Customer Engagements with Chatbots <i>How can brands adopt chatbots to engage customers?</i></p> <ul style="list-style-type: none"> • Chatbot Applications and Types • Rule-based and Generative AI Chatbots <p>Workshop</p> <ul style="list-style-type: none"> • Explore marketing chatbots • Build messenger and web chatbots <p>Reading</p> <ul style="list-style-type: none"> • Church, B. (2023). 5 types of chatbot and how to choose the right one for your business. IBM Blog. 	<p>Activity Guest Speaker Group Discussion Hands-on Workshop</p>
Recess Week		
7	<p>Act: Design O2O Retail Experiences with AR/VR <i>How can brands use AR/VR to create O2O retail experience?</i></p> <ul style="list-style-type: none"> • Extended Reality (XR) and Augmented Reality (AR) • Online-to-Offline (O2O) Commerce <p>Workshop</p> <ul style="list-style-type: none"> • Discover AR Experience • Design AR Experience <p>Reading</p> <ul style="list-style-type: none"> • Gibbons, S. (2023, April 18). Online-To-Offline (O2O) Could Revolutionize E-Commerce Business. Forbes. • Papagiannis, H. (2021, November 1). How AR Is Redefining Retail in the Pandemic. Harvard Business Review. 	<p>Activity Group Discussion Case Discussion</p> <p>Assessment Group Project (Due: End of Week 11; Present: Week 12/13)</p>
8	<p>Act: Design O2O Retail Experiences with AR/VR <i>How can brands use AR/VR to create O2O retail experience?</i></p> <ul style="list-style-type: none"> • Virtual Reality (VR) • Digital Humans <p>Workshop</p> <ul style="list-style-type: none"> • Explore VR Experience • Design Digital Humans Experience <p>Reading</p> <ul style="list-style-type: none"> • Jiang, K. (2023, June 8). From Science Fiction To Reality: How Digital Humans Are Forging New Realities. Forbes. 	<p>Activity Hands-on Workshop Project Consultation</p>

9	<p>Advocate: Empower Brand Communities in the Metaverse <i>How can brands build advocate communities in the metaverse?</i></p> <ul style="list-style-type: none"> • Metaverse: Web3, NFT and Virtual Worlds • Devices and Platforms to Access the Metaverse <p>Workshop</p> <ul style="list-style-type: none"> • Explore brands in the metaverse • Design virtual world brand experience <p>Reading</p> <ul style="list-style-type: none"> • Purdy M. (2023, April 2). Building a Great Customer Experience in the Metaverse. Harvard Business Review. 	<p>Activity Hands-on Workshop Project Consultation</p> <p>Assessment Online Quiz (Due: End of Week 10)</p>
10	<p>Advocate: Empower Brand Communities in the Metaverse <i>How can brands build advocate communities in the metaverse?</i></p> <ul style="list-style-type: none"> • Building Brand Communities in the Metaverse <p>Case: Nike: Tiptoeing into the Metaverse</p> <ul style="list-style-type: none"> • Sawhney M. and Goodman P. (2022, May 26) Nike: Tiptoeing into the Metaverse. Northwestern Kellogg School of Management. 	<p>Activity Group Discussion Case Discussion Project Consultation</p>
11	<p>Becoming a Future-Ready Marketer <i>What are the desired skills and attributes of future-ready marketers?</i></p> <ul style="list-style-type: none"> • Future of Work for Marketing • Future Cone and Backcasting <p>Reading</p> <ul style="list-style-type: none"> • 21 Marketing Jobs of the Future (2019, April). Center For The Future of Work, Cognizant. 	<p>Activity Guest Speaker Group Discussion Project Consultation</p>
12	<p>Group Project Presentation</p>	
13	<p>Group Project Presentation</p>	