

Course Outline

Course Code : MKT2711A
Course Title : Marketing Venture Challenge
Semester : Semester 1, AY 2024/2025
Faculty : Ms Wendy Lim
Department : Marketing
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URL : <https://bschool.nus.edu.sg/marketing/faculty/>

Overview

Today's business have access to an abundance of digital tools to help them develop new business ideas and market new businesses. This class offers a unique opportunity for students to understand the basics of digital marketing and to turn their ideas into real, viable marketing solutions. From a marketing perspective, the class will cover digital and social media tools to help students formulate a digital marketing plan for their own business idea.

Students will have the opportunity to develop their business idea progressively through the course and pitch their ideas to business leaders at the end of the course.

Course Objectives

This course aims to accomplish the following:

1. Understand how to develop business idea and positioning
2. Acquaint students with digital/social marketing tools
3. Build pitch deck and go-to-market plan
4. Deliver new business pitch

Assessment

Assessment Components	Weightage
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 - full business and marketing plan	70%

Marketing Venture challenge

- The class will be divided into groups of 4-5. Every student is expected to be part of a group that will ideate, develop, and create a business idea and marketing plan that will be later presented to the class and a group of judges.

Deliverables

Group project submission - full marketing plan:

- The group project full marketing plan submission will count towards 70% of your total grade
- For the grading of your submission, weight will be applied on the relevance, feasibility, depth of your analysis, and integration and application of classroom materials of your proposal.
- Submission format: 10-20 powerpoint slides . Submission through LumiNUS.
- Submission deadline: 8 Nov
- Late submission: 50% of grade deducted
- Students who do not actively participate in project/ class will have their grades adjusted which may change Pass/Fail grading

General Guide & Reading

This course may require weekly/ regular case readings which will be shared when class is beginning

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 (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	<ul style="list-style-type: none"> • Introduction to course • Overview of course outline • Example of business pitch deck
2	<ul style="list-style-type: none"> • Developing new business idea: Finding big and important problems to solve • Form project group
3	<ul style="list-style-type: none"> • Who are your customers: What to consider when identifying target customer
4	<ul style="list-style-type: none"> • Minimal viable product & product-market fit: How do you know your idea works?
5	Group consultation #1: Share your business idea
6	<ul style="list-style-type: none"> • Overview of Go-to-market plan: What are the channels and factors to consider?
	Recess week
7	<ul style="list-style-type: none"> • Digital marketing channels: Overview of digital marketing tools and measurements
8	Group consultation #2: Share your go-to-market plan
9	<ul style="list-style-type: none"> • Business financials: How do you make money and what are the important numbers
10	<ul style="list-style-type: none"> • Creating your pitch deck: How to tell a compelling story?
11	Group consultation #3: Share your go-to-market plan and financials
12	Final presentation
13	Final presentation