Course Outline

Course Code   : MKT3714B
Course Title   : Digital Marketing
Department   : Marketing
Semester   : Semester 1, AY 2024/2025
Faculty: : Ms Wu Mengyu
Department   : Marketing
Email   :
URL   **:** https://bschool.nus.edu.sg/marketing/faculty/

COURSE DESCRIPTION

This module will introduce students to fundamental concepts in digital marketing and E-commerce. Students should be able to gain a solid understanding of the current landscapes, topics, strategies and their impact on businesses. The course should also provide students with the tools and frameworks to apply digital marketing and e-commerce strategies effectively in your future employment or ventures.

COURSE OBJECTIVES

The course has the following overarching objectives:
- To understand the current digital marketing landscape and provide you with the tools that marketers use in day-to-day marketing planning and execution
- To develop skills in defining marketing problems, analyzing alternatives, identifying opportunities, and interpreting their implications through hands-on exercises.
- To gain confidence to tackle real-life marketing problems in a increasingly digital world

METHOD OF EVALUATION

Assignment	Type	Proportion of Grade
(1) Class Participation	Individual	25%
(2) Individual Assignment	Individual	30%
(3) Group Project	Group	35%
(4) Group Project - presentation	Individual	10%

(1)   Class Participation

A portion of class time will be devoted to discussion and application of course concepts, which constitutes 25% of the total course grade. Class discussions are effective means of sharpening your critical thinking abilities. The discussion format provides an opportunity to argue your position and to learn from others by listening to their comments, analysis, and criticism.

Several criteria are considered when evaluating your class participation.

- Quality of the class participation. Sheer quantity is neither sufficient nor necessarily desirable.
- High quality class participation is thoughtful and includes comments that add to our understanding of a situation. It goes beyond mere repetition of case facts
- High quality class participation is supported with qualitative and/or quantitative analysis based on marketing theory and concepts.
- Your comments should take into account the comments and analyses of your classmates and be relevant to the topic under discussion. Participation should move discussion forward.
- You need to be present in class in order to receive a strong class participation score.

(2)   Individual Assignment

The individual assignment aims to test your understanding of the concepts discussed during the course and is worth 30% of your grade. The individual assignment topic and requirements will be released before Week 5 and will be due on Week 7. Late submissions will be penalized heavily, so you are expected to submit the assignment timely.

(3)   Group Project

To ground theory with practice, students will work on a group project in teams of five, where you will be tasked to research about and create a digital marketing campaign for a real brand. More details for the group project would be shared during the 2nd week of class. You will be expected to submit a group report as well as complete a final group presentation in week 11/12. All students are expected to present and participate in the 5-10 min Q&A section after the presentation.

(4)   Group Project - presentation

During the presentation, your presentation skills will be accessed individually and will contribute 10% to your grade. Active participation (as both a presenter and as a non-presenter) during the Q&A section at the end of each presentation will also contribute to this score.

COURSE MATERIALS

Required textbook:
- N/A

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

COURSE SCHEDULE

Week	Date	Chapters	Content
1		Introduction to digital marketing	- The evolution of digital marketing - Current landscape of digital marketing platforms - Digital Marketing tools and categorization
2		Creating a Digital Marketing Strategy	- Consumer decision journey in the Digital landscape - Understanding your target audience - Defining marketing objectives - Accessing current assets - Planning a campaign
3		Social media	- Understanding the Social Media Platforms - Developing a content strategy for social media - Identifying the crucial metrics of Social Media planning
4		Search engines	- Understanding search's role in the digital journey - Building content that will rank in search - Paid search Advertising Best practices
5		B2B Marketing	- Understanding the difference between B2C and B2B marketing objectives - Identifying the different touch points - Building a B2B marketing campaign
6		Content/Social contagion	- What makes ideas sticky - Power of Word of Mouth
		Recess week	Recess week
7		Digital technology	Modern and emerging technologies in Marketing Part 1 - A/B testing, text mining, machine learning etc

8		Digital technology	Modern and emerging technologies in Marketing Part 2 - A/B testing, text mining, machine learning, AI etc
9		New Retail and infrastructure	- Introduction to new retail - Understanding the current ecommerce landscape - Identifying the key online and offline infrastructure that drives new retail
10		Pricing and campaigns	- Introduction to pricing and campaigns - Identifying key shopping occasions and habits
11		Final Presentation part 1	List of presenting groups will be determined at a later date
12		Final Presentation part 2	List of presenting groups will be determined at a later date
13		Guest lecture	To be confirmed - (Digital Marketing manager /Ecommerce Manager)