

Course Outline

Course Code : MKT4761K
Course Title : SIM: Marketing Technology
Semester : Semester 1, AY 2024/2025
Faculty : Mr Alvin Tan
Department : Marketing
Email : tanalvin@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty/>

Overview

Rapidly evolving technologies, like GenAI, 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 phygital 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.

This course aims to help you gain the knowledge and confidence to effectively communicate and collaborate with technical specialists on MarTech projects. You will experiment with various no-code/low-code MarTech tools to appreciate the underlying technology and evaluate the managerial implications.

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
Class Participation (CP)	20%
Discussion Board 1 (DB1)	20%
Discussion Board 2 (DB2)	20%
Group Project (GP)	40%

Learning Community & Study Group

This course places an emphasis on leveraging the diverse experiences and perspectives of all students to enrich the learning experience and foster a learning community. You will form your own study groups to collaborate on in-class learning activities and the group project.

Assessment Outline

- **Class Participation:** The sectionals consist of interactive seminars and hands-on workshops designed for experiential and active learning. You can contribute to fostering a learning community by participating in learning activities within your groups and sharing your weekly lesson reflections.
- **Discussion Board:** The discussion board is an individual assignment where you will analyze and evaluate real-world use cases and engage in discussions with your peers through an online forum. You will post and comment on the discussion board. There will be a total of two discussion boards.
- **Group Project:** You will work with your group to develop a MarTech strategy aimed at enhancing the phygital customer experience for a business using 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.

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	Assessment
1	MarTech for Customers of Tomorrow <ul style="list-style-type: none"> • MarTech and Kotler's 5As Customer Path • Targeting Generation Alpha and Beyond <p>Interactive Seminar</p> <ul style="list-style-type: none"> • Course overview and icebreaker <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Develop persona of generation alpha 	
2	Phygital CX and MarTech <ul style="list-style-type: none"> • Phygital Customer Experience (PH-CX) • Technology Integration with SAMR <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore phygital customer experience • Assess technology integration with SAMR 	
3	Aware: Attract Customers with AI and Machine Learning <ul style="list-style-type: none"> • Artificial Intelligence and Machine Learning • CRISP-DM for Machine Learning <p>Interactive Seminar</p> <ul style="list-style-type: none"> • Case study [Disney+ and Machine Learning in the Streaming Age] <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Build and deploy a machine learning model 	Discussion Board 1 (Post: Weeks 3-4)
4	Aware: Attract Customers with AI and Machine Learning <ul style="list-style-type: none"> • Automated Machine Learning (AutoML) • Generative AI (GenAI) and Prompt Design <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore the features in AutoML platforms • Create content using prompts and GenAI tools 	
5	Appeal: Build Customer Relations with CRM Automation <ul style="list-style-type: none"> • CRM System and Marketing Automation • Robotic and Intelligent Process Automation <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore the features in CRM systems • Build an automated marketing workflow 	Discussion Board 2 (Post: Weeks 5-6)
6	Appeal: Build Customer Relations with CRM Automation <ul style="list-style-type: none"> • Deployment of CRM Systems • Evaluating CRM Automation <p>Interactive Seminar</p> <ul style="list-style-type: none"> • Guest Speaker* • Case study [HubSpot and Motion AI: Chatbot-Enabled CRM] 	
Recess Week		

7	<p>Ask: Create Customer Engagements with Chatbots</p> <ul style="list-style-type: none"> • Chatbots and Digital Humans • Rule-based and Generative AI Chatbots <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore the types of marketing chatbots • Design and build a marketing chatbot 	Group Project (Due: End of Week 11; Present: Weeks 12-13)
8	<p>Act: Design Immersive Commerce with AR and VR</p> <ul style="list-style-type: none"> • Augmented Reality and Visual Commerce • WebAR and App AR <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore augmented reality brand experiences • Design and build an augmented reality experience 	
9	<p>Act: Design Immersive Commerce with AR and VR</p> <ul style="list-style-type: none"> • Virtual Reality and Virtual World • Spatial Computing and Digital Twin <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore virtual reality brand experiences • Design and build a virtual world experience 	
10	<p>Advocate: Empower Brand Communities in the Metaverse</p> <ul style="list-style-type: none"> • Metaverse: Web3, NFT and Blockchain • Building Brand Communities in the Metaverse <p>Hands-on Workshop</p> <ul style="list-style-type: none"> • Explore metaverse brand experiences <p>Interactive Seminar</p> <ul style="list-style-type: none"> • Case study [Nike: Tiptoeing into the Metaverse] 	
11	<p>Becoming a Future-Ready Marketer</p> <ul style="list-style-type: none"> • Future of Work in Marketing • Future Cone and Backcasting <p>Interactive Seminar</p> <ul style="list-style-type: none"> • Guest Speaker* • Mapping the future of marketers 	Class Participation Peer Evaluation (Due: End of Week 13)
12	Group Project Presentation	
13	Group Project Presentation	

*Subject to the invited guest's availability for the speaking session.