Course Outline

Course Code : MKT3714A
Course Title : Digital Marketing
Semester : Semester 1, AY 2024/2025
Faculty : Mr Chen Shaochun
Department : Marketing
Email : shaochun@nus.edu.sg
URL : https://bschool.nus.edu.sg/marketing/faculty/

Overview

- This course will introduce you to the digital marketing strategies to deliver business impact in your future employment or ventures.

WHAT IS THE UNIQUE SELLING POINT OF THIS COURSE?

- The course will be led by a digital marketing expert previously employed at Google Singapore (and currently a YouTube content creator) who will apply understanding of digital marketing theories through the lens of real-world case studies
- You will meet and interactive with guest speakers from both digital platform providers (employees from Google, FB, TikTok) and digital media buyers (brand owners, media agencies) to create a strong network of industry knowledge for yourself
- The professor has also graduated from the Singapore university system (NTU Business, 2010) and will relate and build on your curiosity and career aspiration in marketing

Course Objectives

- You will first learn to frame business objectives from a marketer's lens, and then identify and apply the appropriate digital marketing strategies to deliver them.
- You will also cover these topics through a combination of real-world case studies and lectures, and apply what you have learned through a semester-long group project.

Assessment

	Assignment Type	Proportion of Grade
(1)	Class Participation	Individual 20%
(2)	Individual Presentation	Individual 30%
(3)	Group Presentation	Presentation 20%
		Content 30%

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

NA

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#NUSCodeofStud entConduct
- http://nus.edu.sg/osa/resources/code-of-student-conduct

Schedule and Outline

Week 1	**Introduction to digital marketing and the Buyer's Journey**
	- How a consumer used to interact with traditional marketing - Current landscape of traditional, digital, and social media marketing - The buyers' (digital) journey across Awareness, Consideration, Decision.
Week 2	**Starting with the marketing and business objectives** Understanding marketing objectives - Brand awareness, Lead generation, Online and offline sales
	- Create SMART goals and identify KPIs *Sneak peek into the real world:* How brand owners set their measurable goals
Week 3	**Owned, Paid and Earned digital marketing** - Owned - Website design,, SEO, social media handles - Paid - Paid search, display marketing, social media marketing - Earned - customer reviews and online word of mouth marketing
Week 4	**Website design, KPI and conversion funnel** - Website as your foundational asset - Characteristics of a good website (i.e. SEO, UX, relevance, landing page speed) - KPI of a website - Analysis of conversion funnel - Attribution methods
Week 5	**SEO introduction and best practises** - On-page SEO based on keyword research - Website ranking and its improvement strategies ● Off-page SEO
Week 6	**Paid digital marketing - Search engine marketing (SEM)** - Objectives and fit in marketing funnel - Ad rank of Google - Bid and expected clickthrough rate, ad relevance, and landing page experience - Key ROI metrics (CTR, CPC, CPA, CPM, ROAS) - Picking the right keyword

Week 7	**Paid digital marketing - Social media marketing**
	● Objectives and fit in marketing funnel
	● Formats of social media marketing - Photo, video, stories, messenger, carousel
	● Key ROI metrics (CPC, CPA, CPM, ROAS)
Week 8	**Part 1 - Creating a paid digital marketing campaign**
	● Choose your objective
	● Know and select your audience
	● Decide on marketing channel
Week 9	**Part 2 - Creating a paid digital marketing campaign**
	● Set you Budget
	● Choosing your ad format
	● Running your campaign
Week 10	**Part 3 - Creating a paid digital marketing campaign**
	● Measure and manage your campaigns
	● Leveraging Google analytics and FB analytics
	● Tying it back to your marketing objectives and business objectives
Week 11	**Group presentation - Part 1**
	● Develop a digital marketing strategy for any product/service/experience you like and provide a media plan
Week 12	**Group presentation - Part 2** ● Continued from last week
Week 13	**Fireside chat - Using digital marketing for your own personal brand**
	● To invite external guests (ideally 1 brand owner from a prominent startup, 1 digital marketer from Google/FB and 1 HR leader)
	● The importance of personal brand in the corporate world
	● How can we use digital marketing to enhance your brand
	● Identification of your USP, your audience and your earned/owned/paid platforms