

## Course Outline

<b>Course Code</b>	: MKT4761F
<b>Course Title</b>	: SIM: Disruption and Marketing
<b>Semester</b>	: Semester 1, AY 2024/2025
<b>Faculty</b>	: Mr Chen Shaochun
<b>Department</b>	: Marketing
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<b>URL</b>	: <a href="https://bschool.nus.edu.sg/marketing/faculty/">https://bschool.nus.edu.sg/marketing/faculty/</a>

### Overview

- This course will introduce you to the disruptive nature of marketing strategies and explore strategies to leverage such disruption 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 can relate and build on your curiosity and career aspiration in marketing

### Course Objectives

- Understand and identify how disruptive strategies drive value creation and growth
- Learn about how disruption has impacted the current marketing landscape
- Explore the key concepts around how marketing can be used as a disruptive innovator • Apply disruptive principles to real-life business situations

### Class participation:

Class participation plays an important part of demonstrating understanding and application of the core concepts of the course. The focus of class participation is on quality of discussion, not discussion for its own sake. A key element of class participation is attendance, which will be a non-trivial component of the overall score.

### Individual Assignment

Individual presentation / case study: Each student will be required to present a case study on disruption in the marketing space, and how that has impacted themselves as a consumer.

### **Final Group Presentation**

In Weeks 12 and 13, you and your team (about 5 students per team) will need to apply the principles learned throughout the course by picking a company, industry or process and to propose a disruptive marketing strategy to the class. You will have to prepare a 15 min presentation with a 10 min Q&A session. All group members need to participate, either in the presentation or the Q&A. The reports and presentations are to be submitted before the first presentation session in Week 12.

### **Assessment**

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

### **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 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>

### Schedule and Outline

<p><b>Week 1</b></p>	<p><b>Defining Disruption</b> What is Disruption? How have companies been disrupted in the past?</p>
<p><b>Week 2</b></p>	<p><b>Disruption and the Incumbent's Dilemma</b>  What is the Incumbent's Dilemma and why do firms find it hard to adapt to disrupting competitors?</p>
<p><b>Week 3</b></p>	<p><b>Disruption and Innovation - Two Sides of the Same Coin</b>  How have firms harnessed the power of innovation to craft winning strategies to disrupt their fields? Why is disruption happening more rapidly?</p>
<p><b>Week 4</b></p>	<p><b>Marketing in the Age of Disruption</b>  How have the principles of disruption impacted the field of marketing? What are the key disruptive trends and how is the industry responding?</p>
<p><b>Week 5</b></p>	<p><b>Guest Speaker and Case Study 1</b>  Guest speaker: Business Leader from a disrupted/disruptive industry  Groups to discuss an industry, company or process that fits into the disruption framework  Submission of Assignment 1</p>
<p><b>Week 6</b></p>	<p><b>The Old Guard (OG) Digital Channels</b> Understand the current state of the digital marketing ecosystem, the major players and the mainstream alternatives (i.e. podcasts vs traditional TV)</p>

<p><b>Week 7</b></p>	<p><b>The New Digital Part 1 + Scheduled Consultation 1</b></p> <p>First half: Understand the opportunities presented by the rise of social media</p> <p>Second half: Scheduled Consultation with groups on their final project progress</p>
<p><b>Week 8</b></p>	<p><b>The New Digital Part 2 + Scheduled Consultation 2</b></p> <p>First half: Understand the challenges presented by the rise of social media</p> <p>Second half: Scheduled Consultation with groups on their final project progress</p>
<p><b>Week 9</b></p>	<p><b>Guest Speaker and Case Study 2</b></p> <p>Guest speaker: Business Leader from a disrupted/disruptive industry Groups to discuss marketing disruption</p>
<p><b>Week 10</b></p>	<p><b>New technologies and Marketing</b></p> <p>How BlockChain and other emerging technologies are impacting the field of marketing</p>
<p><b>Week 11</b></p>	<p><b>Group presentation - Part 1</b></p>
<p><b>Week 12</b></p>	<p><b>Group presentation - Part 2</b></p>
<p><b>Week 13</b></p>	<p><b>Fireside chat - Using digital marketing for your own personal brand</b></p> <ul style="list-style-type: none"> <li>● To invite external guests (ideally 1 brand owner from a prominent startup, 1 digital marketer from Google/FB and 1 HR leader)</li> <li>● The importance of personal brand in the corporate world</li> <li>● How can we use digital marketing to enhance your brand</li> <li>● Identification of your USP, your audience and your earned/owned/paid platforms</li> </ul>