

Course Outline

Course Code : MKT2711
Course Title : Marketing Venture Challenge
Semester : Semester 2, AY 2024/2025
Faculty : Mr Kunal Talwar
Department : Marketing
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URL : <https://bschool.nus.edu.sg/marketing/faculty/>
Consulting Hours : Virtual and by appointment

Overview

Ever think of building your own startups?

Small businesses are the growth driver for the world's economy, and every day new products and services are created from start-ups to unique local businesses that help fuel new ideas and innovation.

Think of this as a *Venture Builder Class*

This class offers a unique opportunity for those aspiring entrepreneurs to work with fellow classmates in developing a global marketing strategy to turn their ideas into real, viable businesses. From a marketing perspective, the class aims to enable you to start your journey in digital marketing, from creating thought provoking content to using effective distribution plan to win your target audiences.

You will have an opportunity to build your business model and pitch your idea to tech and industry leaders.

Course Objectives

This course aims to accomplish the following:

1. Acquaint students with digital consumer ecosystem and platforms
2. Provide students with the marketing tools to find, target, and reach their customers globally
3. Marketing Venture Challenge: give students the opportunity to work in small groups to develop a business idea, create a business strategy and marketing plan, and pitch the idea to real business leaders

General Guide & Reading

No textbooks will be required for the course. For the first half of the course, you will be required to read and come prepared to discuss in class assigned handouts, readings and podcasts, prior to each lecture. These assignments and reading materials will be provided. You will be expected to actively participate during class sessions and you may be called upon to share your thoughts regarding the assignment. Classes will also include videos, exercises, case discussions, and external speakers.

During the 2nd half of the course, you will be expected to apply both your learnings from the readings and the lecture notes to your business plans.

Assessment

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 - idea submission: 10%

Group project submission - full business and marketing plan: 60%

Group Project - Marketing Venture Challenge

Every student is expected to be part of a group that will ideate, develop, and create a business plan that will be later presented to the class and a group of judges. Each group must have four or five per group. You can form your own groups, but everyone must belong to a group. If you don't have a group, one will be assigned to you. You do not need to have a business idea at the beginning of the venture challenge. However, every group must come up with a business idea and strategy for submission and presentation.

Group project submission - idea submission

The group project idea submission for the venture challenge will count towards 10% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on both the quality of the submission and the context behind the “why” for the business idea.

Group project submission - full business and marketing plan

The group project submission for the venture challenge will count towards 60% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on the depth of your analysis, integration and application of classroom materials, and the “soundness” of your proposal.

Group presentation - business and marketing plan

All groups will do a 5-minute “elevator pitch” on Week 13. Thereafter, the top 3-4 will be chosen for the 15-minute venture challenge presentation to an external panel. The presentation will be during the 1st week after the exams. This does not count towards your Pass/No Pass but will get valuable feedback from the business industry and angel investors on your ideas. There'll be a short Q&A for the elevator pitches.

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>

About me

Kunal is a seasoned business leader with a demonstrated history of working in Management consulting, Technology and Financial services industries. He currently leads the Business Transformation and Strategic Partnerships at Google Cloud. Kunal has been with Google for over 7 years where he has had multiple leadership roles in Strategy, GTM and Sales Operations. Prior to joining Google, Kunal spent several years at Boston Consulting Group where he was advising Fortune 500 clients on their business strategies. He also has experience in Private Equity where he was investing and operating growth businesses in the SEA region. Kunal holds a degree in Computer Engineering from NTU and an MBA from Columbia Business School in New York.

Schedule and Outline

	Details	Deliverables / Activity
Week 1	Intro to the course - Course Overview - Project submission dates	
Week 2	Disruptive business models and product market-fit	
Week 3	Digital Ecosystems and Consumers -Ecommerce -Fintech -Media -Super app	Submit groups
Week 4	Case Study	Prepare case discussion
Week 5	Digital Marketing Brand Building (External Speaker)	Submit business idea
Week 6	Addressable market - Lean startups - TAM / Market sizing	Sharing of Group Submission ideas/ feedback
Week 7	How investors value startups?	
Week 8	Group Work	Business Idea Consultation
Week 9	Group Work	Business Idea Consultation
Week 10	Group Work	Business Idea Consultation
Week 11	Group Work	Business Idea Consultation
Week 12	Final Pitch	Submit your final pitch deck
Week 13	Elevator Pitch – All Groups	Group presentations
Week 14	Final Pitch	Finalists in Shark Tank