Course Outline

Course Code   : MKT3714A
Course Title   : Digital Marketing
Semester   : Semester 2, AY 2024/2025
Faculty   : Dr Graham Overton
Department   **:** Marketing
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Overview

Marketing has been going through a rapid and significant evolvement, most of which happens in the digital arena. The technological changes enable marketers to communicate with consumers in novel ways and provide marketers access to consumer behavior data at a granular level. Managers, however, are grappling with this transformative change, finding it challenging to be understood at a strategic and systematic level. In this course, we will develop a systematic understanding of digital marketing by learning concepts and tools whose applicability will endure even as specific technologies and implementation procedures change. We will discuss topics including search advertising, display advertising, and social media marketing, facilitated by real-world examples and cases. We will learn in-depth the theory and quantitative metrics for outcome and effectiveness measurement and campaign effectiveness evaluation. The teaching will be an integration of both quantitative and qualitative tools, which students can apply to their future encounters with marketing problems to facilitate their strategic decisions.

The course will cover 5 major topics:
1. **Sponsored search advertising and search engine optimization**: we will cover topics such as ads ranking, search engine auction mechanisms, position effects, keyword selection.
2. **Display advertising**: We will talk about the bidding mechanisms for display ads, evaluation of the effectiveness of both search and display advertising.
3. **Content marketing**: We will explore topics such as differences between paid, earned and owned media, creating viral content, managing content generated by users, livestreaming marketing, and influencer marketing.
4. **Online influencers**: We will discuss whether and how online influencers would be effective.
5. **AI:** We will discuss the nascent AI usage in marketing. For a better understanding of its power, we will also discuss when and why people are against its adoption in various marketing contexts.

Assessment

Assessment Components	Responsible	Weightage
Class participation	Individual	25%
Individual assignments	Individual	25%
Business case studies	Team	25%
Group assignment and presentation	Team	25%

Class Participation

Excellent class involvement entails showing up to class, delivering assignments, bringing a name card to class. In class, students are encouraged to actively contribute to the discussion, build on their classmates' comments, and add insight to the conversation. In interactions with instructors and peers, students are encouraged to be team players, demonstrate critical thinking, and exhibit a respectful attitude. Systematic non-attendance, never participating to any discussion, passive attendance, disruptive or disrespectful comments will result in a lower participation grade.

I will grade class participation broadly using the following benchmarks:
- 0/10 = no contributions (e.g., consistent absence without context, very few questions, very few comments, below-par class involvement)
- 5/10 = limited contributions (mid-point: superficial or passive participation, thoughts or comments unrelated to class contents, opinions not well-thought or well-documented)
- 10/10 = excellent contributions (max points: deep questions, well-researched, well-documented class contributions; references to class material, demonstrated intellectual curiosity)

Case Studies

Students will work in groups on discussing and solving business case studies as team projects.
The projects are a team effort. Students will typically work in teams of 4-5 students. The final output of your projects is a set of project notes with the answers to the case questions.

If students cannot form a group, they may be randomly assigned to a group. This may result in teams being larger or smaller than 4-5 people. If the size of the group is very likely to impact performance (e.g. exceptionally small group), this will be taken into account in the final evaluation.

In case of inter-group conflicts, I will ask students to first apply conflict resolution internally to their group. If this does not resolve the conflicts, I will escalate the case at the school level, and to the relevant student office.

Group Project
You will work on a project with your group members. At the end of the semester, you will submit a report of your findings and conduct a presentation at the end of the semester. More details will be provided in class.

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 doubts, 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

Lesson/ Week	Session (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	Introduction to course and digital marketing
2	Digital marketing strategy
3	Paid digital marketing
4	Owned digital marketing
5	Earned digital marketing
6	Recommendation Systems and Online Reviews
	RECESS WEEK
7	Speaker and Case
8	Content and Viral Marketing
9	Influencer Marketing
10	AI Usage
11	Protecting Consumers
12	Group Presentations Day 1
13	Group Presentations Day 2