Course Outline

Course Code   : MKT4761K
Course Title   : SIM: Marketing Technology
Semester   : Semester 2, AY 2024/2025
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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 textbooks. However, you are not required to purchase them for this course. The recommended textbooks are available for loan at the NUS library. Suggested readings will be provided to enhance your understanding of the topics covered.

Recommended Textbooks
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2023). Marketing 6.0: The Future is Immersive.

Assessment

Assessment Components	Weightage
Class Participation	20%
Discussion Board 1	20%
Discussion Board 2	20%
Group Project	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 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:
- 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	Topic	Assessment
1	**MarTech for Customers of Tomorrow** • Marketing Technology • Digital Natives: Generation Z and Alpha *Experiential Discovery* • Explore customers of tomorrow	
2	**Phygital CX and MarTech Integration** • Phygital CX and 5As Customer Path • MarTech Integration with SAMR *Experiential Discovery* • Explore phygital CX and 5As Customer Path • Evaluate MarTech solutions with SAMR	
3	**Aware: Attract Customers with AI and Machine Learning (I)** • Artificial Intelligence in Marketing • Types of Machine Learning *Experiential Discovery* • Discover machine learning types *Case Study* • Disney+ and Machine Learning in the Streaming Age	**Discussion Board 1** Weeks 3-4
4	**Aware: Attract Customers with AI and Machine Learning (I)** • CRISP-DM and AutoML • GenAI and Prompt Design *Experiential Discovery* • Explore CRISP-DM with AutoML *Hands-on Workshop* • Design creatives with prompts and GenAI tools	
5	**Appeal: Build Customer Relations with CRM Automation (I)** • CRM Systems and Features • Implementation of CRM Systems *Experiential Discovery* • Discover CRM system features • Explore CRM system implementation	**Discussion Board 2** Weeks 5-6
6	**Appeal: Build Customer Relations with CRM Automation (II)** • Robotic and Intelligent Process Automation • Customer Experience Automation *Guest Speaker* • Digital Transformation: CRM System and Automation *Case Study* • [HubSpot and Motion AI: Chatbot-Enabled CRM]	
**Recess Week**	
7	**Ask: Create Customer Engagements with Chatbots**	

Lesson	Topic	Assessment
	• Chatbots and Digital Humans • Types of Chatbots *Experiential Discovery* • Explore marketing chatbots and digital humans *Hands-on Workshop* • Design and build a marketing chatbot	**Group Project** Due: End of Week 11 Present: Weeks 12-13
8	**Act: Design Immersive Commerce with AR and VR (I)** • Types of Augmented Reality • Augmented Reality for Consumer Engagement *Experiential Discovery* • Explore augmented reality brand experiences *Hands-on Workshop* • Design augmented reality experience	
9	**Act: Design Immersive Commerce with AR and VR (II)** • Types of Virtual Reality • Virtual Reality for Immersive Commerce *Experiential Discovery* • Explore virtual reality brand experiences *Hands-on Workshop* • Design virtual world experience	
10	**Advocate: Empower Brand Communities in the Metaverse** • Metaverse Concepts: Web3, NFT and Blockchain • Building Brand Communities in the Metaverse *Experiential Discovery* • Explore metaverse brand experiences *Case Study* • Nike: Tiptoeing into the Metaverse	
11	**Becoming a Future-Ready Marketer** • Future of Work in Marketing • Future Cone and Backcasting *Guest Speaker* • Future-Ready Marketers *Hands-on Workshop* • Mapping the future of marketers	
12	**Group Project Presentation**	**Class Participation** **Peer Evaluation** Due: End of Week 13
13	**Group Project Presentation**	

*The speaking session is subject to the invited guest(s)' availability.