Course Outline

Course Code : MKT3701B
Course Title : Marketing Strategy: Analysis and Practice
Semester : Semester 1, AY 2025/2026
Faculty : Mr Joe Escobedo
Department : Marketing
Email : escobedo@nus.edu.sg
URL : https://bschool.nus.edu.sg/marketing/faculty/

Overview

This module prepares emerging marketers and business leaders to conceive, test, and commercialise robust strategic initiatives, enhanced by generative artificial intelligence. Through a combination of analytical frameworks, empirically grounded case studies, and applied laboratory sessions using platforms such as Google Gemini and OpenAI's ChatGPT, students will develop the methodological rigour and technical fluency required for contemporary strategic practice.

Learning Outcomes

Upon successful completion of the module, students will be able to:

1. **Diagnose market conditions** by conducting systematic situational analyses and identifying high-potential opportunity spaces.
2. **Integrate GenAI-driven insights** with quantitative and qualitative data to formulate coherent positioning, pricing, and channel strategies.
3. **Articulate evidence-based recommendations** in concise, executive-level briefs that withstand critical scrutiny from senior stakeholders.

Assessment

Assessment Components	Weightage
1. Class Participation	30%
2. In-class Quizzes	20%
3. Group Project & Presentation	35%
4. Peer Evaluation	15%

1. Class Participation

You are expected to attend each class on time, having reviewed the class deck and any assigned materials in advance. Active participation means not just showing up, but engaging thoughtfully—listening to lectures, responding to questions, and contributing to discussions by building on your classmates' ideas or offering your own.

Note: Punctuality matters. Late arrivals (10 minutes or more) without valid justification will impact your participation grade. If you must miss class or arrive late due to medical or official university reasons, please email me a copy of your medical certificate (MC) or relevant documentation. This ensures your participation score is not affected.

2. Individual In-Class Quizzes

There will be two in-class quizzes. This focuses on your understanding of the course materials and information discussed. No make-up quizzes will be held if you are absent, unless on medical grounds.

3. Group Project and Presentation

This project allows you to apply the topics we learn in this module to a real-life organization. You may use published information sources for this project and, if necessary, conduct some primary research. More details about your involvement in the project and the final presentation format will be announced in class.

You are free to form your own groups for the final project. Choose your teammates carefully and agree on clear roles and responsibilities from the start. Your individual grade for this component will be adjusted based on peer evaluation ratings.

Final presentations will be held during Weeks 12 and 13. Each team's presentation date will be randomly assigned and announced in advance. You must be prepared to present on your assigned date—no makeup presentations will be allowed. Requests for preferred slots will not be accepted.

Late Submissions

Late submissions will be subject to a 10% grade penalty in the first 24 hours past the submission deadline and a further 10% penalty every subsequent 24 hours.

Peer Evaluation

Members of each group will evaluate the contribution of other group members. An average peer evaluation score will be calculated for each group member and may influence your individual grade for the group project. Consistently low contribution, as reflected in peer feedback, can result in a lower individual score compared to the overall group grade.

The peer evaluation form can be downloaded from the course website. Your evaluations will be treated confidentially. Non-submissions would be assumed as 100% ratings for all group members.

In-Class Consultation

One class session will be dedicated to an in-class consultation with Mr Escobedo. During this session, each team will have a single opportunity to present their idea or strategy for the final group presentation and receive formal feedback.

Please note:

- This is the *only* scheduled chance to get instructor feedback on your proposed approach.
- You may ask clarifying questions in subsequent classes, but only during class time so that all teams can benefit.
- No private or one-on-one consultations will be provided.

To make the most of this session, all teams must come fully prepared with a clear idea and presentation outline.

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

Defining Your Goals and Objectives:
- Reading: "SMART Goals: How to Make Your Goals Achievable" by MindTools.
- Case Study: Look into the goal-setting process of successful companies like Google or Apple.

Identifying Your Target Audience:
- Reading: "Creating Buyer Personas for Your Business" by HubSpot.
- Case Study: Study how Airbnb identified and targeted its diverse user base.

Understanding Consumer Behavior:
- Reading: "Influence: The Psychology of Persuasion" by Robert Cialdini.
- Case Study: Analyze how Netflix uses consumer data to recommend content.

Analyzing the Competitive Landscape:
- Reading: "Competitive Strategy" by Michael E. Porter.
- Case Study: Research how Coca-Cola competes with Pepsi in the soft drink industry.

Developing Your Positioning & Pricing:
- Reading: "Positioning: The Battle for Your Mind" by Al Ries and Jack Trout.
- Case Study: Examine how Tesla positioned itself as a premium electric car brand.

Choosing Your Marketing Channels & Tactics:
- Reading: "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
- Case Study: Learn how Red Bull used content marketing and extreme sports events.

Implementing & Measuring Your Marketing Activities:
- Reading: "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary.
- Case Study: Explore how Google Analytics helped a small business improve its online presence.

Leveraging AI:

- Agrawal et al., *Prediction Machines* (Ch. 4-6).
- Binet & Field, "How AI Is (and Isn't) Boosting Creative Effectiveness."
- HubSpot, *State of AI in Marketing 2025* (exec summary).

Presenting Your Strategy To Management:
- Reading: "The Art of Communicating Your Strategy" by Harvard Business Review.
- Case Study: Review how Apple's marketing team presented the launch strategy for the iPhone.

Public Speaking:
- Reading: "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo.
- Resource: Practice public speaking using platforms like Toastmasters or online courses on public speaking.

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

Week	Session*	Notes
1	Course Intro & Admin	
2	Defining Your Goals and Objectives	
3	Identifying Your Target Audience	
4	Understanding Consumer Behavior	
5	Analyzing the Competitive Landscape	
6	Developing Your Positioning & Pricing	
	Recess Break	
7	In-Class Consultations	
8	Choosing Your Marketing Channels & Tactics	
9	Implementing & Measuring Your Marketing Activities	
10	Leveraging AI for Insights & Creative	
11	Presenting Your Strategy To Management	
12	Final Group Presentations (I)	Project due date for all groups
13	Final Group Presentations (II)	

This outline is subject to change.