

## Course Outline

**Course Code** : MKT4761A  
**Course Title** : SIM: Growing and Marketing the Next On-Demand Unicorn  
**Semester** : Semester 2, AY 2025/2026  
**Faculty** : Mr Kelvin Koh  
**Department** : Marketing  
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**URL** : <https://bschool.nus.edu.sg/marketing/faculty/>

### Course Objectives

#### Course introduction

The “Unicorn” module is back. Taught by the Group Head of Strategy of a leading Southeast Asian technology company, this class will cover core skills that technology giants value – basic understanding of network effects, unit economics, product differentiation, marketing strategy, analytics and more! This knowledge will be valuable for any career – even if you do not intend to work in the tech industry or venture out with your own start-up.

#### Why should this matter to you?

Marketing and scaling a service/product that may not have existed is essentially what growth marketers in the new economy need to do. Usually reserved for the best & brightest – this select group of corporate professionals drive the growth of tech giants and often their raise and fall depends on them.

While often housed within marketing teams, the cross-disciplinary skillsets required are far wider and more demanding than traditional marketing roles and it is not uncommon to find former consultants, bankers, engineers and entrepreneurs in these roles.

This course serves as a primer to the world of tech growth and aims to accomplish the following:

1. Acquaint students with marketing in the technology space
2. Expose students to all aspects of marketing and growing a tech business
3. Give students the opportunity to develop a business idea, create a strategic marketing plan, and pitch the idea

### General Guide & Reading

No textbooks will be required for the course. You will be required to read and come prepared to discuss assigned handouts and readings. 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.

## **Assessment**

Assessment Components	Weightage
Class Participation	20%
Group project proposal	15%
Test 1	15%
Test 2	15%
Group project presentation & submission	35%

### **Group project**

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. This project should cover the growth of a business from ideation with accompanying 2-year financial projections.

Each group must have 4-5 students 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. Groups will be confirmed by the end of the 2<sup>nd</sup> class.

#### ***Group project proposal***

Each group will prepare a project proposal to be submitted by the end of the 4<sup>th</sup> week. This proposal is a proxy for a real-world investor pitch document. It must contain the business idea, value proposition and proposed investment amount. The success of your proposal will determine your budget and investor's expectations.

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. It will be graded on a group basis.

#### ***Group project presentation & submission***

The group project submission will count towards 35% 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. The presentation will be augmented by a written proposal – either in the form of a document or a full presentation deck. This needs to be submitted prior to the presentation / final lecture.

Groups will be allocated 20-30 minutes for their presentation (dependent on class size) and the presentation should cover all aspects of growing an on-demand business.

## 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/acceptancerecord#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## ABOUT KELVIN KOH

Kelvin has over 17 years of experience across technology and public sectors. He is the Group Head of Strategy at Grab and leads the Corporate Strategy, Growth (including performance marketing, CRM, marketing technology functions) and Financial Planning & Analysis (FP&A) teams. Kelvin joined Grab in 2016 to lead its Special Projects department incubating new business units and debottlenecking growth. He also previously headed Marketing Strategy, Demand Planning, Market Analytics and Research teams as well as helming the internal investments committee for new businesses.

Prior to Grab, Kelvin worked in McKinsey & Company, assisting companies & governments around the world with large scale strategic transformations. He also spent 6 years in public service where he started his professional career as an Armed Forces scholar and held leadership positions in strategic planning and operational functions.

Kelvin holds an MBA, a MA in Strategy & Policy & a Bachelor of Arts in Linguistics.

## COURSE SCHEDULE

Lesson Week	Topic	INDUSTRY / COMPANY EXAMPLE
1	<ul style="list-style-type: none"> <li>Course Introduction, Project Overview</li> <li><b>Lesson 1: Tech 101</b></li> </ul>	Umbrella-sharing
2	<ul style="list-style-type: none"> <li><b>Lesson 2: Ideation stage– Value proposition, scaling &amp; network effects</b></li> <li>Confirmation of project groups</li> </ul>	Ride-hailing
3	<ul style="list-style-type: none"> <li><b>Lesson 3: Pre-launch stage – Unit Economics</b></li> </ul>	Bike-sharing
4	<ul style="list-style-type: none"> <li><b>Lesson 4: Launch stage – Targeting &amp; Segmentation</b></li> <li>Group Project proposal submission</li> </ul>	Food Delivery
5	<ul style="list-style-type: none"> <li><b>Lesson 5: Post-launch iteration – Analytics: What does the data tell you?</b></li> <li>Project proposal feedback review</li> <li>Confirmation of business budgets</li> </ul>	Netflix
6	<ul style="list-style-type: none"> <li><b>Chinese New Year (no class)</b></li> </ul>	
	Recess week	
7	<ul style="list-style-type: none"> <li><b>Lesson 6: Post-launch iteration – Issues and pitfalls</b></li> <li>Test 1 – Unit Economics &amp; Growth</li> </ul>	WeWork Honestbee
8	<ul style="list-style-type: none"> <li><b>Lesson 7: Post-launch iteration – Market Research</b></li> </ul>	Lemonade
9	<ul style="list-style-type: none"> <li><b>Lesson 8: Scale – Scale or perish</b></li> </ul>	Airbnb
10	<ul style="list-style-type: none"> <li><b>Lesson 9: Sustain – It's 2026, did AI chase away the Tech Winter?</b></li> <li>Test 2 – Understanding your Market Research</li> </ul>	Various industry examples
11	<ul style="list-style-type: none"> <li><b>Lesson 10: Sustain – Expanding your portfolio &amp; longer term strategic decisions</b></li> <li>Group Presentation consultations</li> </ul>	Sea Group, GoJek
12	<ul style="list-style-type: none"> <li><b>Lesson 11: Group Presentations Part 1</b></li> <li>Submission of group presentation</li> </ul>	-
13	<ul style="list-style-type: none"> <li><b>Lesson 12: Group Presentations Part 2</b></li> <li><b>Final Lesson: Why do Giants fall?</b></li> </ul>	-