

## Course Outline

<b>Course Code</b>	: MKT4761K
<b>Course Title</b>	: SIM: Marketing Technology
<b>Semester</b>	: Semester 2, AY 2025/2026
<b>Faculty</b>	: Mr Alvin Tan
<b>Department</b>	: Marketing
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<b>URL</b>	: <a href="https://bschool.nus.edu.sg/marketing/faculty/">https://bschool.nus.edu.sg/marketing/faculty/</a>

### 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 machine learning, digital humans and immersive reality 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 textbook. You are not required to purchase it for this course. Suggested readings will be provided to enhance your understanding of the topics covered.

### Recommended Textbooks

- Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 6.0: The Future is Immersive*. John Wiley & Sons.

### Assessment

<b>Assessment Components</b>	<b>Weightage</b>
Class Participation	20%
Discussion Board	20%
Individual Assignment	20%
Group Project	40%

## Learning Community & Study Groups

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. The sectionals consist of interactive seminars and hands-on workshops designed to promote experiential and active learning. You will form your own study groups to collaborate on in-class learning activities and the group project.

## Assessment Outline

- **Class Participation:** You can contribute to the learning community through in-class group activities including case studies, open forum and lesson reflections.
- **Discussion Board:** The discussion board is an individual activity where you will evaluate real-world use cases and engage in discussions with your peers through an online forum.
- **Individual Assignment:** The individual assignment will involve the exploration and review of tools and use cases across the MarTech landscape.
- **Group Project:** You will develop and present a MarTech strategy and solution prototype aimed at enhancing the phygital customer experience for a real or fictional company.

## 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

Week	Topic	Assessment
1	<b>T1: Introduction to Marketing Technology</b> <ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Marketing Technology Primer</li> </ul>	
2	<b>T2: MarTech for Customers of Tomorrow</b> <ul style="list-style-type: none"> <li>• Digital Natives - Gen Z and Alpha</li> <li>• Persona and Empathy Map</li> </ul>	
3	<b>T3: Phygital Customer Experience</b> <ul style="list-style-type: none"> <li>• Phygital CX and User Journey Map</li> <li>• [Case] Sephora: Transforming Experience through Technology</li> </ul>	<b>Class Participation</b> Weeks 3-11
4	<b>T4: Attract Customers with AI and Machine Learning</b> <ul style="list-style-type: none"> <li>• AI and Machine Learning</li> <li>• GenAI and Prompt Design</li> </ul>	<b>Discussion Board</b> Weeks 3-6
5	<b>T5: Build Customer Relationships with CRM Systems</b> <ul style="list-style-type: none"> <li>• CRM Systems and Features</li> <li>• Implementing CRM Systems</li> </ul>	
6	<b>Chinese New Year Eve</b> <i>NUS Academic Calendar: The official end time for classes is 2pm when Chinese New Year eve falls on a weekday.</i>	
<b>Recess Week</b>		
7	<b>T6: Augment Customer Service with Automation</b> <ul style="list-style-type: none"> <li>• Service Automation with AI Agents</li> <li>• [Case] HubSpot and Motion AI: Chatbot-Enabled CRM</li> </ul>	<b>Individual Assignment</b> Weeks 7-10
8	<b>T7: Create Customer Engagements with Chatbots</b> <ul style="list-style-type: none"> <li>• Chatbots and Digital Humans</li> <li>• AI Influencers</li> </ul> <b>Group Project (Phase 1)</b> <ul style="list-style-type: none"> <li>• Client Problem Scenario</li> <li>• Agency-Client Briefing</li> </ul>	<b>Group Project</b> Weeks 7-13
9	<b>T8: Design Immersive Commerce with AR and VR</b> <ul style="list-style-type: none"> <li>• Augmented and Virtual Reality</li> <li>• Immersive Commerce</li> </ul>	
10	<b>T9: Empower Brand Communities in the Metaverse</b> <ul style="list-style-type: none"> <li>• Brands in the Metaverse</li> <li>• [Case] Nike: Tiptoeing into the Metaverse</li> </ul>	
11	<b>T10: Path to Future-Ready Marketer</b> <ul style="list-style-type: none"> <li>• Future of Work in Marketing</li> <li>• Fireside Chat with Guest Speaker/s (Open Forum)</li> </ul>	
12	<b>Group Project (Phase 2)</b> <ul style="list-style-type: none"> <li>• Client Presentation</li> <li>• Agency Evaluation</li> </ul>	
13		