

Course Outline

Course Code : MKT3701B
Course Title : Marketing Strategy: Analysis and Practice
Semester : Semester I, AY 2026/2027
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Overview

This module prepares students to build, stress-test, and present market-ready strategies for real organisations. Every session pairs a strategic framework with practical application, so students leave each week with both a mental model and a working approach they can deploy from day 1 of their careers.

The course is structured around a single throughline: students select a company early in the semester and build a complete go-to-market strategy across 13 weeks, culminating in a boardroom-style presentation.

Course Objectives

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

- Conduct rigorous market analysis by combining primary research, public data, and structured frameworks to identify high-potential opportunity spaces.
- Build coherent strategic plans covering positioning, pricing, channel mix, and go-to-market sequencing grounded in real consumer and competitive dynamics.
- Apply large language models and AI tools fluently across the strategy workflow: from audience research and competitor mapping to insight generation and executive storytelling.
- Deliver evidence-based recommendations in concise, boardroom-ready presentations that hold up under senior stakeholder scrutiny.

Assessment

Assessment Component	Weightage
1. Class Participation	25%
2. Individual Video Assignment	25%
3. Group Project and Presentation	35%
4. Peer Evaluation	15%

1. Class Participation

Come prepared. Review the session deck before class. Active participation means sharing your own point of view and experiences. Late arrivals of 10 minutes or more without a valid reason will affect your participation grade. Email your MC or official documentation in advance if you anticipate an absence.

2. Individual Video Assignment

You will produce one individual video of no more than one minute, submitted via Canvas by Week 7. In the video, apply a key lesson from the course to a real brand of your choice. You may use any brand outside your group project company. Assessment criteria: clarity of the framework applied, relevance to the chosen brand, and quality of the insight delivered within the time limit. No make-up submissions accepted without medical documentation.

3. Group Project and Presentation

Your team selects a company and builds a complete marketing strategy across the semester. The final deliverable is a boardroom-style presentation in Week 12 or 13. Presentation dates are randomly assigned and non-negotiable. An in-class consultation in Week 7 gives each team one structured opportunity to pressure-test their strategy with the instructor. Come prepared with a clear problem framing, an initial hypothesis, and a draft positioning statement. This is the only scheduled feedback session before presentations.

Your individual grade for this component is adjusted by peer evaluation scores.

Late Submissions

Late submissions incur a 10% penalty in the first 24 hours past the deadline and a further 10% per subsequent 24 hours.

4. Peer Evaluation

Group members will evaluate each other's contribution. An average peer evaluation score will be calculated for each student. Evaluations are treated confidentially.

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 and 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
1	Course Introduction and Strategic Briefing • Understand the structure and expectations of the module. • Setting SMART business and marketing goals • Apply the Playing to Win strategy framework to a real brand.
2	Measuring What Matters • Select the right metrics to evaluate marketing strategy performance. • Distinguish between short-term activation metrics and long-term brand-building indicators. • Apply measurement frameworks.
3	Defining and Sizing Your Target Audience • Apply segmentation frameworks to identify and size a primary target audience. • Distinguish between demographic, psychographic, and behavioural segmentation in practice. • Build a working audience brief
4	Consumer Behavior: What Drives Purchase Decisions • Identify the psychological triggers that shape consumer choice. • Apply Cialdini's influence principles to a real brand context. • Map a consumer decision journey. Competitive Landscape Analysis • Conduct a structured competitive analysis using Porter's Five Forces. • Identify positioning gaps and competitive vulnerabilities • Distinguish between durable and transient competitive advantages.
5	Positioning and Pricing • Develop a positioning statement grounded in competitive differentiation. • Apply value-based pricing principles. • Evaluate how positioning and pricing interact in premium versus mass market contexts.
6	Channel Strategy and Digital Ecosystems • Map the digital channel landscape.

	- Evaluate trade-offs between owned, earned, and paid media in a multi-platform environment. - Build a channel mix recommendation with a rationale for each choice.
Recess Week	
7	In-Class Consultations + Lab Session - Present your team's strategy hypothesis and receive structured instructor feedback. - Identify the single most important strategic question your team still needs to answer. - Lab session deliverable: 1-slide executive summary of your strategy Note: No new content this week. Each team has one opportunity to present and receive feedback. Come with a clear problem framing, a draft positioning statement, and at least one open strategic question. Individual video assignment due via Canvas before this session. Individual video submissions are due this week.
8	No Class: NUS Wellness Day
9	Go-to-Market Planning: Sequencing Your Launch - Build a phased GTM plan with clear sequencing logic. - Apply the Diffusion of Innovations framework to determine target entry segment. - Draft a channel prioritisation rationale.
10	Introduction to AI + Top 10 Video Showcase - Understand how large language models work and where they fit in a marketer's toolkit. - Use Claude and ChatGPT to conduct competitor research and synthesise market data. - Identify limitations and responsible use considerations. - View the top 10 submissions from the individual video assignment.
11	Presenting Strategy to the C-Suite - Structure a strategy presentation using the Pyramid Principle. - Anticipate and prepare for executive-level questions and objections. - Deliver a compelling narrative that connects strategy to business outcomes.
12	Final Group Presentations (I) Note: Presentation dates are randomly assigned. No makeup presentations or preferred slot requests accepted.
13	Final Group Presentations (II)

** This outline is subject to change.*

General Guide & Reading

Course Introduction and Strategic Briefing

- **Reading:** Roger Martin, 'The Big Lie of Strategic Planning,' Harvard Business Review (2014); Lafley & Martin, Playing to Win, Ch. 1.

Introduction to AI and Large Language Models for Marketers

- **Reading:** Ethan Mollick, Co-Intelligence, Ch. 1-2; Binet & Field, 'How AI Is (and Isn't) Boosting Creative Effectiveness.'

Defining and Sizing Your Target Audience

- **Reading:** Kantar, Southeast Asia Brand Footprint Report (exec summary); McKinsey Global Institute, 'Asia's Future Is Now' (consumer segments section).

Consumer Behavior: What Drives Purchase Decisions

- **Reading:** Cialdini, Influence: The Psychology of Persuasion, Ch. 2 (Reciprocity) and Ch. 6 (Social Proof); Thaler & Sunstein, Nudge, Ch. 1.

Competitive Landscape Analysis

- **Reading:** Michael Porter, 'The Five Competitive Forces That Shape Strategy,' HBR (2008); Rita Gunther McGrath, 'Transient Advantage,' HBR.

Positioning and Pricing

- **Reading:** Al Ries and Jack Trout, Positioning: The Battle for Your Mind, Ch. 1-4; Hermann Simon, Confessions of the Pricing Man, Ch. 3.

In-Class Consultation

- **Note:** No new content this week. Each team presents their strategy hypothesis and receives structured instructor feedback. Come with a clear problem framing, a draft positioning statement, and at least one open strategic question. This is the only scheduled feedback session before final presentations. Individual video assignment due via Canvas before this session.

Go-to-Market Planning: Sequencing Your Launch

- **Reading:** Everett Rogers, Diffusion of Innovations, Ch. 7 (Innovators vs. Early Majority); April Dunford, Obviously Awesome, Ch. 9.

Channel Strategy and Digital Ecosystems

- **Reading:** Google, Temasek & Bain, e-Conomy SEA (most recent edition, exec summary); eMarketer, Southeast Asia Digital Ad Spend Report (key charts only).

Measuring What Matters + Top 10 Video Showcase

- **Reading:** Binet & Field, The Long and Short of It (executive summary); Neil Bendle et al., Marketing Metrics, Ch. 1.

Presenting Strategy to the C-Suite

- **Reading:** Barbara Minto, The Pyramid Principle, Part 1; Carmine Gallo, Talk Like TED, Ch. 2.