

Course Outline

Course Code	: MKT4761H
Course Title	: SIM: Marketing Strategy & Execution
Semester	: Semester 1, AY 2026/2027
Faculty	: Mr Maurice Tan
Department	: Marketing
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Why Take This Course?

If you've ever wondered how all your marketing knowledge fits together in the real world? This course is your answer. *Marketing Strategy & Execution* offers you a final deep-dive to connect the dots, preparing you to confidently enter your first marketing or corporate role with clarity, credibility, and career momentum. It's not just about what you've learned, it's about knowing how to use it.

Course Overview

Welcome to your Marketing major capstone experience in our NUS BBA Honours programme!

Over the past three years, you've explored a broad spectrum of marketing concepts; from consumer psychology to digital ecosystems, from branding fundamentals to analytics. Individually, these modules may have seemed self-contained. But in the real world, they converge. Business disruption from digital innovation and evolving customer expectations now demands not just knowledge, but synthesis, strategic clarity and executional agility.

Marketing Strategy & Execution connects the dots across your academic journey to offer a unified, industry-relevant framework for applying marketing in real business environments. Regardless of sector or business model, marketing professionals are expected to steer strategy, drive results, and clearly articulate how marketing contributes to the organization's success.

This course prepares you to meet that challenge; decoding how marketing works *with* the rest of the organization to create value, performance, and impact.

You will learn how to:

- Integrate marketing theories into a strategic whole
- Translate these frameworks into actionable execution plans
- Engage confidently with other business units to create cross-functional impact
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We will distil marketing's most enduring principles and explore how they're applied in the field; equipping you with the strategic fluency, executional tools, and professional mindset to thrive wherever your marketing journey begins.

Module Objectives

By the end of this course, students will be able to:

- Synthesize key marketing theories into a coherent strategic framework
- Demonstrate how marketing aligns with and influences other business functions
- Translate academic learning into industry-grade marketing thinking and execution
- Position themselves as future-ready marketing professionals in entry-level or early-career roles within complex organizations

This module is not just a capstone; it's a catalyst. It reframes your understanding of marketing, consolidates years of learning, and offers a robust toolkit for launching a confident and informed entry into the corporate world.

General Guide & Reading

In a world where market dynamics shift faster than any textbook can capture, today's marketers need to stay ahead by tuning into real-time signals. This course reflects that reality.

Instead of relying solely on traditional textbooks, you'll learn to "read the marketplace." That means interpreting signals from business media, brand campaigns, analyst reports, and cross-industry trends. The goal isn't just to stay informed, but to decode patterns, connect insights, and respond to change like a modern marketer.

You'll explore questions such as:

- What consumer and cultural trends are reshaping demand?
- How are leading brands adapting, innovating, or misfiring?
- What cross-sector lessons can inform smarter strategy?
- Which information sources offer credibility, nuance, and speed?

While selected readings and case preparation guidelines will be provided, students are expected to actively engage with:

- Curated weekly news feeds from business and marketing publications
- Industry podcasts, videos, and live marketing campaign analyses
- Peer-reviewed thought leadership from consulting and marketing firms
- Occasional readings from selected textbooks or classic case studies, where relevant

Why this approach? Because the marketing landscape, especially in the age of AI is constantly evolving. This course trains you to think and learn like a professional: not just absorbing knowledge, but sourcing, filtering, and synthesizing it as part of your everyday practice.

Assessment Overview

This course is designed to simulate how real marketing teams operate; balancing strategic thinking, collaborative execution, and clear communication. Your final grade reflects not only what you know, but how effectively you apply, present, and evolve that knowledge throughout the course.

Assessment Component	Weightage
1. Class Participation <i>Includes attendance, in-class contribution, learning quizzes, and peer critique exercises</i>	20%
2. Individual Assignments <i>Critical thinking tasks that apply core concepts to real-world contexts</i>	30%
3. Group Exercises & Assignments <i>Short, collaborative problem-solving activities conducted during or between classes</i>	15%
4. Final Group Project <i>A capstone marketing strategy presentation that integrates research, analysis, and solution</i>	35%
• <i>Relevant market & consumer insights (based on research)</i>	10%
• <i>Sharp analysis, strategic options, and recommended solutions</i>	15%
• <i>Cohesiveness, clarity, and impact of presentation</i>	10%

Class Participation

Your engagement in class is a vital part of the learning process and your grade. Participation reflects not only your presence, but your preparedness, curiosity, and willingness to contribute meaningfully.

Participation will be evaluated through:

- Thoughtful responses in class discussions or via CANVAS
- Timely completion of learning quizzes
- Constructive critique of peer group project presentations
- Consistent attendance and punctuality

Note: Absences and late arrivals will result in point deductions. Show up ready to contribute; your voice matters.

Individual Assignments

- Assignment briefings will be conducted in **Lesson 3** and **Lesson 7**
- Submissions must be in **PowerPoint format (max 5 slides)**
- Upload to the designated **CANVAS folder** by the stated deadline
- **Academic integrity is essential** - plagiarism will incur penalties

These assignments are designed to encourage independent application of strategic and analytical thinking. Keep it concise, visual, and impactful; just like you would in the workplace.

Group Exercises & Assignments

- Briefing in **Lesson 4**
- Submissions in **PowerPoint format (max 7 slides)**
- Upload to CANVAS by the deadline
- Plagiarism penalties apply

These smaller collaborative tasks simulate fast-turnaround team projects. Sharpen your group communication, visual storytelling, and time management skills here. These are practice for the big one.

Final Group Project

Your capstone team project is the culmination of everything you've learned; strategy, research, insight, execution, and presentation. It includes:

- **Team formation & briefing:** Lesson 3
- **Submission deadline:** **23 Oct 2025** (via CANVAS)
- **Presentation format:** 15 slides max
- **Delivery:** Weeks 11–12 in front of an external industry panel
- **Time allocation:** 17-minute presentation + 8-minute Q&A
- **Team size:** Approx. 4–5 students

Every team member must actively present and participate in Q&A.

Important: Free-riding is strongly discouraged and will be taken seriously. In cases of significant imbalance in effort, peer evaluations may be used to adjust individual scores to ensure fairness.

Example of past years' Group Project: [Post | LinkedIn](#) | [Post | LinkedIn](#)

Keys to Success

Your transition from student to marketing professional begins here. To help you thrive in this course (and beyond), keep these principles in mind:

- **Stay Curious:** Keep a learner's mindset. Trends shift fast, and great marketers stay sharp by asking "why" and "what's next."
- **Think Like a Consultant:** Bring clarity to ambiguity, structure to ideas, and logic to your arguments; whether written or spoken.
- **Elevate the Conversation:** Build on others' insights, challenge respectfully, and bring fresh thinking to every class interaction.
- **Respect Deadlines:** Project momentum matters, just like in real business life. Pace your work, manage time, and be accountable.
- **Be Your Team's MVP:** Reliability beats brilliance when working in groups. Show up, follow through, and help elevate the team.

Tips for Effective Group Work

Working in teams mirrors professional life, and when done well, it sharpens collaboration, communication, and leadership skills. Here's how to make it work:

- **Start with alignment:** Align early on project goals, responsibilities, and meeting cadence
- **Communicate proactively:** Use shared tools (e.g., Google Slides, WhatsApp) and overcommunicate progress
- **Play to strengths:** Let each teammate lead in areas of expertise: design, research, strategy, storytelling, etc.
- **Hold each other accountable:** Agree on working norms and gently call out off-track behaviors early
- **Rehearse, review, refine:** Treat presentations as performances. Practice matters

Great group projects don't just impress the panel, they're a proud memory you'll carry forward into your marketing journey.

Academic Integrity & 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 doubt, 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>

About me . . .

Maurice currently holds a portfolio of Senior Advisory and Adjunct Academic roles focusing on Public Healthcare Transformation and Human Capital Development. He served as Senior Consultant with Ministry of Health Office for Healthcare Transformation advising on Digital Mental Health Solution, Population Health Strategy & Healthier SG Initiatives. In his Human Capital Development portfolio, Maurice is currently serving across senior academic fellowship, adjunct and mentorship in NUS and NTU. He has curated a multi-segment teaching platform, engaging with undergraduate & MBA students (NUS Business School), Entrepreneurs & Business Owners (NTU Entrepreneurship Academy - Enterprise Leadership Transformation Program), China Government Officials & Public Sector Leaders (NUS Lee Kuan Yew School of Public Policy) and Health Ecosystem Professionals (NUS Yong Loo Lin School of Medicine Executive Programme).

Maurice was appointment Deputy CEO of HPB from 2018-2021 and served in several high-level cross ministry taskforce and committees under MOH. HPB's mission is to help Singaporeans increase the quality & years of healthy life and to prevent illness, disability & premature death. During his tenure with HPB, Maurice was responsible for the Promotion Agency role of HPB. He led the planning, development & deployment of HPB's Public Health services anchored by 10 Divisions across Programs, Outreach, Marketing & Partnership covering Nutrition, Physical Activities, Mental Wellness, Healthy Aging, Health Screening etc. He also spearheaded multiple transformation initiatives, led the redesign of HPB's Digital Platform (Healthy365 & Health Hub) & launch of LumiHealth App in collaboration with Apple.

In Maurice's last corporate role, he led the M&A Integration/divestiture effort for Microsoft in Asia. Prior to that, he was helming the role of Managing Director & Senior Vice President leading P&L for 7 years driving Business Strategy, Operations & Transformation for Microsoft's Consumer and Retail Businesses in China, Hong Kong, Taiwan, Singapore and Maxis' Telecommunication Service business in Malaysia.

Earlier in his career, Maurice led many mega budget high profile marketing campaigns across diverse industries. His operations, sales & marketing leadership experiences span diverse categories from Fast food, Snack Food, Petcare, Soft Drinks, Mobile Phone, Automotive, and Telecommunication to Technology Hardware & Software in country, Asia-Pacific regional and global Emerging Market roles.

Maurice's career journey & expertise is focus on Consumer-centric Businesses (and Population Behavioural Intervention in Public Service) within large complex organizations in pursuit of Change & Transformation.

As a NUS Business School alumni, he has been serving as Senior Adjunct Lecturer, Faculty Supervisor for MBA MPs & BBA Honours FSPs, Leadership Mentor (BLDP) and Case Competition Team Faculty Advisor and Judge. He is grateful for the opportunity to share his insights, experiences and empower students with the tools and roadmap that will prepare final year students to thrive as leaders in the marketplace. He welcomes students to reach out and connect at [Maurice Tan | LinkedIn](#)

Schedule and Course Outline

Lesson/ Week	Topic	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Marketing – Hit Refresh	Preparation – Before attending class, students are expected to revise key concepts covered from previous marketing modules taken in year 1, 2 & 3 <u>Lecture & Discussion</u> Course Introduction & Expectations – From Academic framing to Commercial requirements from Marketing
2	Strategy Context I Cross Functional Dynamics	Students will be given 1-2 questions for reflection at the end of Lesson#1 to enable active class participation during Lesson #2 <u>Lecture & Discussions</u> Understand how Marketing Intersect & Impact other functional strategies & processes
3	Marketing Strategy II: Locus & Levelling + Group Project Briefing Individual Assignment Briefing	Industry Guest Speaker Presentation Students to organize into groups of 5 members each (assigned) Briefing on Group Project (35%) Briefing on 1st Individual Assignment (15%) <u>Lecture & Discussion</u> Understand how Marketing Scope varies across Industries & Organization Structure
4	Marketing Strategy in Practice Briefing on Group Assignment	<u>Lecture & Discussion</u> Discuss the 4 Determining Factors of Marketing Practice Group Exercise/Assignment (15%)
5	Marketing Strategy: Development & Deployment	<u>Lecture & Discussions</u> Understand 2 critical phases & success factors in leading Strategy
6	Marketing Strategy: Transformation & Change Management	<u>1st Half: Lecture & Discussions</u> Understand how to leverage Change as an ally for Marketing <u>2nd Half: Consultation / Check-In</u> - on progress of Group Project - on Progress of Group Assignment
	Recess Week	Catch up and power through your Group Project
7	Execution – Theory & Practice	<u>Lecture & Discussion</u> Identifying conditions for success, dependencies & org readiness Briefing on Individual Assignment II (15%)
8	Execution - PIMM Model PLANNING	<u>Lecture & Discussion</u> Introducing PIMM Model & Discuss key Principles in Planning

9	PIMM Model: IMPLEMENTATION	<u>Lecture & Discussion</u> Partnership success with Sales, Distribution & Service Organization
10	PIMM Model: MONITOR & MANAGE	<u>Lecture & Discussion</u> Discuss how business ensure plans are on-track & gaps addressed
11	Project Presentation Part 1	1st 5 Groups to Present to judging panel from industry 17min Presentation + 8min Q&A for each group Class Participation (Individual Critique on Presentations)
12	Project Presentation Part 2 (depending on final class size)	2nd 5 Groups to present to judging panel from industry 17min Presentation + 8 min Q&A for each group Class Participation (Individual Critique on Presentations)
13	Marketing: Tools, Partnership & People Leadership	<u>Lecture & Discussion</u> Explore and discuss a range of essential considerations in the practice of Marketing Strategy & Executions

Note: Final schedule will be updated on week 4 after final number of students are confirmed by week 3