

Course Outline

Course Code : MKT4761K
Course Title : Seminars in Marketing: Marketing Technology
Semester : Semester 1, AY 2026/2027
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Overview

The course is built around one question: what does a marketing graduate need to know about technology to be effective on day one of their career? Rather than surveying every tool in the ecosystem, it focuses on the concepts, skills, and frameworks that transfer across platforms and roles. Students will understand where marketing sits inside a broader commercial system, how it connects to sales, customer success, and business outcomes, and how data flows through the entire cycle.

Learning Outcomes

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

- Apply basic AI and LLM visibility principles to a real marketing context (e.g. AEO and search via AI).
- Navigate the MarTech landscape and identify the major tool categories relevant to a marketing role.
- Read and interpret marketing data to ask better questions and make more informed decisions.
- Evaluate and select marketing tools against a defined business goal and budget.
- Understand how CRM, email, paid media, and analytics platforms work and connect.
- Build and present a MarTech strategy recommendation to a non-technical audience.
- Understand how marketing connects to broader commercial outcomes, including where it fits alongside sales, customer success, and the customer lifecycle.

Assessment

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

Assessment Details

1. Class Participation

You are expected to attend each class on time, having reviewed any assigned materials in advance. Active participation means engaging thoughtfully, responding to questions, contributing to discussions, and building on your classmates' ideas.

Punctuality matters. Late arrivals of 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 a copy of your MC or relevant documentation so your participation score is not affected.

2. Individual Video Submissions

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 & Presentation

Teams will select a company and build a MarTech strategy recommendation from the ground up.

Your deliverable is a structured strategy presentation that covers:

- A brief overview of the company, its marketing goals, and its target audience.
- Which MarTech tools you would recommend
- How each tool fits the company's goals, objectives, and budget.
- How you would measure success in the first 90 days.

You are not expected to know what tools the company currently uses. The task is to build a credible recommendation from scratch, using the frameworks and knowledge from this course.

Final presentations will be held in Weeks 12 and 13. Slots are randomly assigned and announced in advance. No makeup presentations or slot swaps will be permitted. Your individual grade for this component will be adjusted based on peer evaluation.

Late Submissions

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

In-Class Consultation (Week 7)

One class session is dedicated to an in-class consultation. Each team will present their chosen company, initial observations, and preliminary tool recommendations to the instructor for structured feedback.

- This is the only scheduled opportunity to receive instructor feedback on your approach.
- You may ask clarifying questions in subsequent classes, during class time only, so all teams benefit equally.
- No private or one-on-one consultations will be provided outside this session.

All teams must come to Week 7 with a clear company selected, an outline of their strategy direction, and at least one tool recommendation to discuss.

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

** This outline is subject to change.*

Week	Session	Notes
1	MarTech Landscape Overview - What is MarTech and why does it matter? - How the marketing technology landscape has evolved - The major tool categories	
2	Analytics and Measuring What Matters - How to connect marketing activity to business outcomes. - How to identify meaningful trends and filter out the noise. - What good measurement looks like in a real marketing role.	
3	Building a Marketing Technology Strategy - A practical framework for thinking about marketing strategy: Signals, Segmentation, Story, System, and Scale. - How to evaluate tools against business goals, budget, and team capability using a structured approach.	
4	Email, CRM and AI Automation Basics - How CRMs store, organise, and use customer data. - How email platforms and automation sequences work. - The tools most entry-level marketing roles touch on day one. Paid Media and How Algorithms & AI Work - How ads algorithms make decisions. - How marketers guide the algorithm. - Focus is on understanding the logic, not running campaigns.	
5	Content, SEO/GEO and Being Found Online - How search engines rank content, what GEO means, and why LLM visibility is now a third distinct channel for being found. - What it means for a brand to show up inside an AI answer, and why that is now as important as ranking on a search results page. - How content strategy connects to discoverability across search, GEO, and LLM platforms. - How to use customer and competitor signals to inform what content gets built and where it gets distributed.	
6	Social Media and Influencer MarTech How social platforms collect and use audience data to power targeting and recommendations. The tools brands use to find, vet, and manage influencer partnerships at scale. Where social and influencer MarTech fits inside a broader campaign workflow.	
	Recess Week	

7	In-Class Consultations + Lab Session • Each team presents their chosen company, initial observations, and preliminary tool recommendations. • Instructor provides structured feedback to each team. • Only scheduled instructor consultation. Come fully prepared with a clear direction and outline. • Teams must have a company selected and at least one tool recommendation to discuss. • Lab session deliverable: 1-slide executive summary of your plan	Individual video submissions due
8	No Class - NUS Wellness Day	
9	Marketing Reporting and What the Numbers Actually Mean How to read data as a signal and translate it into a clear commercial opinion, not just a report. The difference between vanity and business metrics How to connect marketing activity to commercial outcomes and communicate that story to a business audience.	
10	Putting the Marketing Stack Together • How the tools covered this semester connect into a coherent stack. • Where gaps typically appear and how marketers prioritise what to fix first.	
11	How to Present a Strategy • How to structure a clear, confident marketing strategy presentation for a non-technical audience. • Storytelling with data and making a recommendation land. • How to handle tough questions from stakeholders. • How to tell your own professional story: connecting your experience, your contributions, and where you want to go in a way that lands with people who matter. •	Final Presentations Due
12	Final Presentations I • Group presentations of MarTech strategy projects. • Randomly assigned slots announced in advance. No swaps permitted.	
13	Final Presentations II • Continuation of group presentations.	