

Course Outline

Course Code : MKT3714
Course Title : Digital Marketing
Semester : Semester 1, AY 2026/2027
Faculty : Dr Graham Overton
Department : Marketing
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Overview

Marketing has been going through a rapid and significant evolution, most of which happens in the digital arena. The technological changes enable marketers to communicate with consumers in novel ways and provide marketers access to consumer behavior data at a granular level. Managers, however, are grappling with this transformative change, finding it challenging to be understood at a strategic and systematic level. In this course, we will develop a systematic understanding of digital marketing by learning concepts and tools whose applicability will endure even as specific technologies and implementation procedures change. We will discuss topics including search advertising, display advertising, and social media marketing, facilitated by real-world examples. We will learn in-depth the theory and quantitative metrics for outcome and effectiveness measurement and campaign effectiveness evaluation. The teaching will be an integration of both quantitative and qualitative tools, which students can apply to their future encounters with marketing problems to facilitate their strategic decisions.

The course will cover 5 major topics:

1. **Sponsored search advertising and search engine optimization:** we will cover topics such as ads ranking, search engine auction mechanisms, position effects, keyword selection.
2. **Display advertising:** We will talk about the bidding mechanisms for display ads, evaluation of the effectiveness of both search and display advertising.
3. **Content marketing:** We will explore topics such as differences between paid, earned and owned media, creating viral content, managing content generated by users, and influencer marketing.
4. **Online influencers:** We will discuss whether and how online influencers would be effective.
5. **AI:** We will discuss the nascent AI usage in marketing. For a better understanding of its power, we will also discuss when and why people are against its adoption in various marketing contexts.

Assessment

Assessment Components	Responsible	Weightage
Class Participation	Individual	25%
Midterm Test	Individual	30%
Group Project	Team	
• Presentation		30%
• Report		15%

Class Participation

Excellent class involvement entails showing up to class, engaging and, bringing a name card to class. In class, students are encouraged to actively contribute to the discussion, build on their classmates' comments, and add insight to the conversation. In interactions with instructors and peers, students are encouraged to be team players, demonstrate critical thinking, and exhibit a respectful attitude. Systematic non-attendance, never participating in any discussion, passive attendance, disruptive or disrespectful comments will result in a lower participation grade.

Participation will be graded based on the quality of your participation. We will often discuss complex issues where there are many possible answers. You do not have to worry about giving the right answer but should focus on critically thinking about the discussion.

In addition to in class participation, students can earn participation by reflecting on the topics taught that week in class. Specifically, students can either find and analyze a real world example related to the topic or by expanding on the topic with new information not discussed in class. The student must demonstrate original thought (e.g., what they took away from their example/new information) using a maximum of 2,000 characters (about 300 words). Your perspective is valued more than word count. Students may submit up to four reflections, each reflection is due before class time the next week. Submission details will be posted on Canvas.

Midterm Test

There will be a midterm, testing your understanding and application of the course content. It will be closed book. Everything on the slides and talked about in class is fair game. It will consist mostly of multiple choice and true/false questions with a few short answer questions.

Group Project

You will work on a project with your group members. At the end of the semester, you will conduct a presentation and submit a report of your findings. More details will be provided in class.

You will also give a rating to each of your group members based on their contribution. This will be used as a weight to determine the grade of each group member on the project.

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

Schedule and Outline

Lesson/ Week	Session (lesson summary or outline / learning objectives / preparation / cases & assignments / follow-up readings & resources)
1	Introduction to course and digital marketing
2	Digital Marketing Strategy and KPIs
3	Paid digital marketing (Display, A/B Testing)
4	Paid Influencer and Search Engine Marketing
5	Owned digital marketing (Website and Content)
6	Earned digital marketing (Media and UGC)
7	Guest Speaker, Neel Murty from Google; October 3 rd (Attendance Required)
8	Reviews
9	Test
10	Protecting Consumers and Group Check-In
11	AI and Group Check-In
12	Group Presentations Day 1
13	Group Presentations Day 2