

National University of Singapore
NUS Business School
Department of Marketing

MKT2414 Marketing Venture Challenge

Lecturer: Gap Kim

Office Hours: Virtual and by appointment

Session: Semester 1, AY2017/2018

COURSE DESCRIPTION

Ever think of being an entrepreneur and starting your own business? Small businesses are the growth driver for the world's economy, and every day new products and services are created from start-ups to unique local businesses that help fuel new ideas and innovation.

And today, more than ever, marketing helps these ideas to become a successful business due to our connected, mobile world, the abundance of digital tools that are available to small enterprises and online marketing solutions that help businesses find the right customers anywhere in the world.

This class offers a unique opportunity for those aspiring entrepreneurs to work with fellow classmates in developing a global marketing strategy to turn their ideas into real, viable businesses. . From a marketing perspective, the class will cover digital tools, social media, and mobile marketing solutions to help students formulate their business plans and go-to-market strategies.

Lastly, in partnership with Facebook, which now has over 70 million businesses on Facebook Pages worldwide, students will be able to pitch their ideas to Facebook business leaders and get valuable feedback.

COURSE OBJECTIVES

This course aims to accomplish the following:

1. Acquaint students with digital marketing principles around mobile and social platforms, with an emphasis on Facebook and Instagram
2. Provide students with the marketing tools to find, target, and reach their customers globally
3. Marketing Venture Challenge: give students the opportunity to work in small groups to develop a business idea, create a strategic marketing plan, and pitch the idea to real business leaders

REQUIRED MATERIALS

No textbooks will be required for the course. For the first half of the course, you will be required to read and come prepared to discuss in class assigned handouts, readings and podcasts, prior to each lecture. These assignments and reading materials will be provided. You will be expected to actively participate during class sessions and you may be called upon to share your thoughts regarding the assignment. Classes will also include videos, exercises, case discussions, and external speakers.

During the 2nd half of the course, you will be expected to apply both your learnings from the readings and the lecture notes to your business plans.

ASSESSMENT

This class will be on a Pass/No Pass grading scale. Your evaluation of P/NP will be based on:

Group project submission - idea submission: 30%

Group project submission - full business and marketing plan: 70%

MARKETING VENTURE CHALLENGE

Every student is expected to be part of a group that will ideate, develop, and create a business plan that will be later presented to the class and a group of judges. Each group must have four or five per group. You can form your own groups, but everyone must belong to a group. If you don't have a group, one will be assigned to you. You do not need to have a business idea at the beginning of the venture challenge. However, every group must come up with a business idea and strategy for submission and presentation.

Group project submission - idea submission

The group project idea submission for the venture challenge will count towards 30% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on both the quality of the submission and the context behind the "why" for the business idea.

Group project submission - full business and marketing plan

The group project submission for the venture challenge will count towards 70% of your total grade and will be graded on a group basis. For the grading of your submission, weight will be applied on the depth of your analysis, integration and application of classroom materials, and the "soundness" of your proposal.

Group presentation - business and marketing plan

All groups will do a 5-minute "elevator pitch" on Week 13. Thereafter, the top 4 will be chosen the 15-minute venture challenge presentation at Facebook office. The presentation will be during the 1st week after the exams. This does not count towards your Pass/No Pass but will get valuable feedback from the business industry and angel investors on your ideas. There'll be a short Q&A for the elevator pitches.

For the final 4 presentations at FB, everyone in the group must participate in the presentation. Presentations will follow a specific format, which will not exceed 15 minutes followed by 10 minutes of Q&A.

The final groups that present will receive certificates of participation from Facebook and NUS. The podium finishers will receive special certificates.

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/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

COURSE SCHEDULE

WEEK	TOPIC	READINGS
1 18/8	<p>Introduction to the Course</p> <p>Give Brief to the students means what the project is about and what is required of them</p> <p>How digital is the great equalizer for today's entrepreneur and why it's never been a better time to start a business.</p>	<p>"The Global Forces Inspiring a New Narrative," McKinsey, April 2017</p> <p>The Future of Marketing, Facebook</p>
2 25/8	<p>Creating value - what does your customer want?</p> <p>Finding your customers in a connected world</p> <p>Case Study: Dollar Shave Club</p>	<p>"The Unilever's Big Strategic Bet on the Dollar Shave Club," Harvard Business Review, July 28, 2016</p> <p>"Why Unilever Really Bought Dollar Shave Club," Bloomberg July 21, 2016</p> <p>Facebook Blueprint: Audience Insights</p>
3 1/9	Public Holiday – no class	
4 8/9	<p>Building your digital and mobile presence: Facebook and Instagram for Business</p> <p>Case study: Batik Kultur</p> <p>Case study: Bread face blog</p>	<p>Facebook Blueprint: 1. Creating a Facebook Page; 2. Introduction to Facebook Pages; 3. Building your Mobile Presence with Instagram Business Tools</p>
5 15/9	Leveraging digital across the entire marketing funnel	
6 22/9	Group work/Consultations – Gap not in class	
RECESS WEEK (29 Sept 2017)		
7 6/10	Marketing Strategy for Commerce	
8 13/10	Messages that stick: Bringing your ideas to life on mobile	<p>Facebook Blueprint - Creative Hub</p> <p>Facebook Blueprint - Creative Inspiration for Businesses</p>
9 20/10	Group Project Submission - idea submission Sharing with class	
10 27/10	<p>How to make a business case</p> <p>Review template for final project presentation</p> <p>Create a Facebook Page for your business by Week 12</p>	
11 3/11	Group work/Consultations	

WEEK	TOPIC	READINGS
12 10/11	Submit Final Report	
13 17/11	Elevator Pitch – All Groups	
Reading Week 24/11	Announcement of 4 Finalists	
1 st Week after Exam 11/12	Final Project Presentations – Top 4 – 15-minute Presentations at Facebook	

ABOUT GAP KIM

Gap Kim has over 15 years of experience in the tech and Internet industry, including leadership positions in marketing, sales, business strategy, and management. His career spans across the globe from Silicon Valley to Asia, government to the private sector, and early stage start-ups to large multi-national organizations.

Gap joined Facebook in 2015 to develop and lead Facebook's marketing strategy for small and medium-sized businesses across the Asia Pacific region. Prior to Facebook, Gap spent over 10 years at Google driving business growth across Google's ads platforms including search, video, and mobile.

Gap holds an MBA from the University of Chicago Booth School of Business and a Bachelor of Arts from the University of California at Davis.