

MKT 3415 Marketing in the Digital Age

Course Outline

August 2017

Instructor: Danny Kim

Objective of the course

Technology and digitization has changed many aspects of how businesses are run in the recent years and how they interact and engage with the ever-changing consumers. In this course, you will learn how the Internet has reshaped the marketing strategy of today. It aims to enable you to start your journey as a digital marketer, from creating thought-provoking content to using effective distribution plan to win your target audiences. We will first go through basic theories & concepts, then have a peek into the real examples to tackle commonly faced marketing problems across industries: how marketing campaigns are conceptualized, designed and executed in the digital world.

Required Material

Before most sessions, you will be required to read the selected case study for the session. Each case has been assigned to help you understand real-world business challenges that are relevant to the concepts we discuss in class and provide an opportunity to apply the learnings you have in marketing practice and theory. A list of question for the case will be provided in advance to guide you through the case. Please prepare the case individually and be ready to discuss in the class.

You are not required to refer to any textbook in the course: however, there will be a list of readings that are required prior to each class to supplement the course. We will discuss the readings in detail during the lecture.

Assessment

Your final grade in the course will be based on individual class participation and a group project. Grades are based on the following:

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| • Class Participation, individual | 25% |
| • MCQ Assessment / Case Study, individual | 20% |
| • Group Project 1 - Consumer & Market | 10% |
| • Group Project 2 - Content & Creative | 20% |
| • Group Project 3 - Distribution & Media | 20% |
| • Group Project – Peer Review | 5% |

Class Participation

Attendance and Punctuality

On time class attendance is mandatory. Lateness to class will adversely affect your grade. Students who must miss class should advise the instructor of their absence by e-mail at least one hour before the beginning of the missed class, except in emergency situations.

Evaluating Class Participation

A. Class participation is not limited to comments and responses to questions that the instructor asks. Insightful questions that lead to meaningful discussions are strongly encouraged. Questions seeking clarification are also welcome. The instructor will evaluate the participation quality on the following dimensions:

1. **Timing:** Is the comment relevant to the discussion? Is this an appropriate time to raise this issue?
2. **Insight/Understanding:** Does the comment add to our understanding of the situation? Is the comment a constructive challenge or an extension to a previous comment?
3. **Evidence:** Can the participant support her/his point with any evidence (data based, experience based, anecdotal, etc.)?
4. **Preparation:** Does the comment demonstrate an understanding of the theories, concepts, case facts, and analytical tools presented in class lectures or reading materials?

B. A laptop or tablet computer might be helpful for some class activities or note taking. However, to enable all students to focus on the class discussion without distraction, you are asked NOT to use your laptops in class for any purposes other than those immediately relevant to the class discussion, and to turn off/silence your cell phones. Non-adherence to the policy will adversely affect your participation grade.

C. In a case discussion, I may cold-call on students to start the discussion. I will also cold-call on students at other times, so please be prepared on the material assigned for the day. For cases, please be prepared to present your analysis and recommendation and discuss the questions provided under each case in the course schedule.

MCQ Assessment / Case Study - Week 7

You will be given 10 Multiple Choice Questions on the theory and concept you learned for the first half of the course and few case questions that you can apply the theory for you to write up an analysis and solution. The topics will be around digital landscape and online distribution tactics that we will cover from Week 2 - Week 6.

Project - Content-led Digital Media Brief

The purpose of this project is for you to experience the whole digital campaign process from the beginning to the end. If you work for an agency, or a publisher, a project often begins by getting a brief from the client. This project is an opportunity for you to apply all your marketing learnings with a touch of creative inspiration. In this particular case, you are asked not only to develop the media plan for the digital channel but also to create the content yourself.

Part 0: Group Formation and Brand / Product Selection

Please form a group of no more than 6 students. Collectively, choose a brand or a product that your group would like to work on. To make your project as interesting as possible for you, pick something that you are personally passionate about. It could be anything from a conventional CPG product to a music artist.

Submit your group detail and choice of a brand by Week 2 via email.

I will provide you the digital campaign brief in the mid-week, prior to Week 3.

Part 1: Consumer & Market

The first step for every proposal is to analyze consumer and the market that the brand or product operates within. Some of the key questions to explore includes: Who are the consumers? what are they like and what do they like? do they know your brand and product? what do they think about your product? how do they consume and purchase your brand? Who are your competitors? What does market look like? ...etc.

More importantly, focus on digital consumer journey - how do the consumers discover brand and product online? what type of digital media do they interact online? Do they purchase your and your competitor products online? If so, how and where do they purchase the product?

Research and analyze your market and consumer and derive few key insights that will help you to create contents and to craft digital media plan.

Submit summary of your analysis in no more than 2 pages of .doc or .ppt format by Week 5

Part 2: Creative & Content

Once you understand your consumers and market, think about what type of creatives, contents or messages will help you engage with your consumers and drive your business objectives. Determine which format you would like to use and create a content that will deliver your message.

Create the content in a form of video (3~5 min length). While you are invited to be as creative as possible, your content should clearly articulate the brand message as outlined in the brief.

Upload your video in YouTube and submit the link via email by Week 9.

Part 3: Distribution & Media

Now that you have your creative asset, you need to distribute your asset using right channel and right media to reach your consumers and engage with them in a meaningful way. First, develop a media plan for digital channel with clear indication of:

- How you'd like to distribute your video and why
- How you'd incorporate other digital marketing tactics to support your video and why
- Allocation of your budget across different channel and media type
- Expected results in each of those media type and channel

Then, prepare a presentation in response to the original brief: include all your work from part 1-3. Your group will present in front of the class with the instructor and a group of panel acting as the client who issued the brief.

In Week 12, each group will have 10 min presentation with 5 min of QnA.

About me

I am strategic project manager in Google APAC central strategy team, focusing on many of Google's strategic issues and programs in the region. Prior to my current role, I worked with Google's largest travel clients in the region, including Hotels, Airlines and OTAs, helping them to earn the love of consumers in digital space with online consumer behaviour, market insights and data analytics.

Prior to Google, I worked at Apple, also helping them with key consumer and market insights to provide guidance on Apple Retail Store operation in APAC and new product launches across the region. I started my career as a consultant specializing in valuation and M&A transaction. I graduated from University of Waterloo and did MBA at INSEAD

On a personal side, I have a strong passion for travel and cooking - I'm an avid traveler, did a round-the-world trip on a shoe string for 300 days, visited numerous countries across different continents.

I look forward to working with you: we will have a lot of exciting discussions around industry leading marketing practice in the digital world!

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/>

Tentative Course Schedule

Week 1

Introduction and Course Overview

How to prepare for Case Study

Group project overview – examples from previous years

Week 2

Digital Consumers

- *Readings:* TwG Article: ZMOT, why it matters now more than ever
McK Quarterly: Brand success in an era of Digital Darwinism
- *Project:* Submit group detail and a brand or a product to work on

Week 3

Digital Ecosystem

Week 4

Online Distribution: Search & Display

- **Case 1: Droga5: Launching Jay-Z's Decoded**
- *Readings:* TwG Article: Brand Marketer's Guide

Week 5

Online Distribution: Social

- **Case 2: Accor: Strengthening the Brand with Digital Marketing**
- *Readings:* McK Quarterly: Demystifying social media
- *Project:* Part 1, Consumer & Market

Week 6

Online Distribution: Video

- **Case 3: Sony and the JK Wedding Dance**
- *Readings:* TwG Article: Creating Youtube Ads that Break Through in a Skippable World

Week 7

Content Marketing

MCQ Assessment / Case Study

- *Readings:* McK Quarterly: Beyond paid media marketing's new vocabulary

Week 8

Mobile Marketing

- *Readings:* TwG Article: I Want to Buy Moments
- *Readings:* *The Mobile Playbook v2* (www.themobileplaybook.com)

Week 9

Online Marketing Measurement

- **Case 4: The Ford Fiesta**
- *Readings:* TwG Article: Measure What Matters Most, Proving Marketing Impact
- *Project Submission:* Part 2, Content & Creative

Week 10

Marketing Strategy in a Digital Age

- **Case 5: The Alibaba Group and Online to Offline (O2O) Sales**
- *Readings:* MEC_Review_Preview_No5
 - McK Quarterly: Digitizing the consumer decision journey
 - McK Quarterly: Four ways to get more value from digital marketing

Week 11

Disruptive Business Model and Sharing Economy

Big Data & Technology

- *Readings:* Six Brands that Used Data to Deliver Creative Breakthroughs
 - HBR: Is programmatic Advertising the Future of Marketing?

Week 12

Group Presentations

- *Project Presentation:* Part 3, Distribution & Media

Week 13

Case Studies from Cannes Lions & Guest Speaker