



**The Lee Kong Chian School of Business**  
**Academic Year 2024/25**  
**Term I**

**MKTG220      DIGITAL MARKETING**

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**COURSE DESCRIPTION**

The development of new digital technologies has fundamentally changed how consumers interact with brands and each other. Marketing is no longer about pushing a sales message to a potential buyer. Businesses have to enable conversations with consumers to engage prospects with relevant content that will lead to positive actions for commercial impact.

To be effective, marketers need to employ a rigorous and holistic marketing methodology across both traditional and new-emerging techniques. This SMU-X course will provide students with the relevant knowledge, perspectives, and practical skills required to develop digital marketing strategies that leverage the opportunities inherent on digital platforms, including web marketing and social media marketing. The emphasis of this course is on understanding the various digital platforms available, how to build digital marketing strategies, and how to track their effectiveness.

The course includes applicable theory, empirical analysis, and practical examples to develop the key learning points. The class format will consist of a combination of lectures, case study discussions, and guest speakers with relevant industry experience.

*Do note that MKTG 220 Digital Marketing follows the SMU-X experiential learning framework. It combines academic with experiential learning through the use of a project from an industry partner. Students need to take ownership of their learning. It is not designed to offer any software development training sessions and does not cover any IT programming. It is a contemporary marketing module to prepare students to join the marketing industry as a marketer.*

**LEARNING OBJECTIVES**

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

- Understand the implications of the Internet, mobile and information technological advances on the traditional dynamics of business, commerce and marketing and their impact on product, pricing, distribution channels and on advertising
- Understand the differences and similarities in online consumer behaviour with respect to traditional offline consumer behaviour and how increasing consumer control is changing the marketing landscape
- Understand state of the art academic research in the area of digital marketing, and how it can be practically applied in the Internet and mobile worlds
- Analyse and assess technological advances in digital media and how they affect our decisions as Marketing Managers
- Formulate and persuasively communicate rigorous and practical solutions to commonly faced online marketing problems across industries
- Understand how to integrate online marketing into an overall marketing strategy
- Understand commonly used quantitative techniques to evaluate digital marketing Return on Investment (ROI) for various online customer acquisition tools (e.g. paid search and SEO) and engagement channels (e.g. social media) to best engage with target audiences and achieve your marketing objectives

## PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course must be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

## ASSESSMENT METHODS

Your final grade in the course will be based on both individual and group work. Grades are based on the following items:

<b>Group Project</b>	<b>50%</b>
Interim Presentation	10%
Final Presentation	15%
Report	20%
Peer Evaluation	5%
<b>Class Participation and Homework</b>	<b>10%</b>
<b>Final Exam (Take-home Exam)</b>	<b>40%</b>
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<b>TOTAL</b>	<b>100%</b>

## INSTRUCTIONAL METHODS AND EXPECTATIONS

### 1. Group Project

You are expected to form groups on your own, each comprising six or seven members for group projects. Each group must include at least two exchange students. The arrangement is subject to change, depending on the updated enrollment record when the term starts. Your group needs to appoint a group leader who will be responsible for the coordination of group work. For those who need further assistance, please contact my teaching assistants directly. **Please note that the teaching assistant may assign students to join your group due to administrative reasons.**

The SMU-X digital marketing course offers students a unique opportunity to work on a real business problem for an actual client. The client will brief you on the business' challenge and offer you guidance with your group projects. You are required to develop a digital marketing strategy for the client. You need to demonstrate the ability to apply what you have learnt in this module in a real-life marketing situation. At the end of the term, you need to pitch their ideas to the client and submit a report. The details of the group project will be discussed during Week 1 in class, and further information will be provided.

### 2. Class Participation and Homework

Class participation includes class discussions, homework and skill-based exercises. Class participation encourages students to learn from their peers through interactions with others. You need to contribute to ongoing class discussions, comment on your peers' contributions, respond to your peers' comments on your comments and contribute to argument-building. You will be graded based on how you demonstrate and relate what you have learnt in class to the course content.

The skill-based exercises include the time allocated in class to learn relevant skills in digital marketing, such as using selected online marketing tools to search for information and develop materials for online communications. You are expected to spend an additional fifteen to twenty hours (*within 13 weeks, not each week*) after class during the term to complete these skill-based exercises.

### 3. Take-home Exam

You will be evaluated based on your ability to understand concepts and apply knowledge to develop the relevant digital marketing strategy. The take-home exam paper will be released at *the end of Week 12*. You will be given two weeks to complete the take-home exam. You need to follow the instructions and submit the exam answers before the deadline. Further information will be provided at the beginning of the term.

## **CONSULTATIONS AND TEACHING ASSISTANTS**

You may contact me directly to discuss your work.

## **CLASS TIMINGS**

The course will be taught in one 3-hour session each week. Please contact me directly if you would like to discuss with me about your work outside class timings.

## **RECOMMENDED TEXT AND READINGS**

Textbook:

Chaffey, D. and Smith, PR. (2022). Digital Marketing Excellence; Planning, Optimizing and Integrating Online Marketing. Routledge Taylor & Francis Group.

Additional reading materials:

Readings will include articles and case studies from publications, websites and academic journals. Details will be provided via eLearn.

## **UNIVERSITY POLICIES**

### **Academic Integrity**

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx>.

### **Copyright Notice**

Please note that all course materials are meant for personal use only, namely, for the purposes of teaching, studying and research. You are strictly not permitted to make copies of or print additional copies or distribute such copies of the course materials or any parts thereof, for commercial gain or exchange.

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### **Accessibility**

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: [DSS@smu.edu.sg](mailto:DSS@smu.edu.sg). Please be aware that the accessible tables in our seminar room should remain available for students who require them.

### **Digital Readiness for Teaching and Learning (DRTL)**

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

## **LESSON PLANS**

*The outline is subject to changes as it depends on the industry partner's project requirements and the availability of guest speakers.*

### **Lesson 1 and 2**

Topics: Course Overview; Digital Marketing Introduction

- Inbound marketing
- Content marketing
- Digital customer journey

Recommended Readings:

- Chapter 1: Introduction to digital marketing
- Additional readings available on eLearn

Activities:

- Project discussion and current issues discussion
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### **Lesson 2**

SMUX Client Site Visit and Briefing Session (To be confirmed)

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### **Lesson 3 and 4**

Topics: Social Media Marketing Strategy

- Marketing on social media platforms
- Influencer marketing
- Social media advertising
- Social listening management
- Social media performance management

Recommended Readings:

- Chapter 6: Social media marketing
- Additional readings available on eLearn

Activities:

- Class discussion, class exercises and skill-based exercises
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### **Lesson 5 and 6**

Topics: Website Marketing Strategy

- Web design for digital marketing
- Search engine optimization
- E-commerce
- Website performance management

Recommended Readings:

- Chapter 8: Designing digital experience
- Additional readings on eLearn

Activities:

- Class discussion, class exercises and skill-based exercises

Case study session: Refer to eLearn

## **Lesson 7**

Client Interim Presentation

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## **Lesson 8**

Term break

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## **Lesson 9 and 10**

Topic: Digital Advertising

- Search advertising
- Display advertising
- Native advertising

Recommended Readings:

- Chapter 5: Create integrated campaigns
- Additional readings on eLearn

Activities:

- Project discussion, class exercises, and current issues discussion
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## **Lesson 11**

Skills-based Exercises/ Guest speaker session

Activities:

- Project discussion

Case study session: Refer to eLearn

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## **Lesson 12**

Topics: Building Online Customer Engagement and Conversion

- Virtual and augmented reality
- Metaverse marketing
- User-generated content
- Affiliate marketing

Recommended Readings:

- No textbook reading
- Additional readings available on eLearn

Activities:

- Project discussion, class exercises, and current issues discussion

Case study session: Refer to eLearn

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## **Week 13**

Group Project Presentations

Revision

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