

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	AY2024-2025
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1
Course Author * Faculty proposing/revising the course	Lim Boon Chong (Dr.)
Course Author Email	boonchong@ntu.edu.sg
Course Title	Marketing
Course Code	AB1501
Academic Units	3
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

In this course, you will have the chance to learn about the basics of marketing in Singapore. Knowing about marketing is important if you want to build a successful and sustainable enterprise. This course is perfect for anyone interested in business or accountancy. By the end of the course, you will know how to create strategies that focus on customers and make the most of market opportunities.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Analyse the marketing environment of different industries in Singapore.
ILO 2	Design optimal marketing strategies and tactics.
ILO 3	Establish clear priorities and plans of action for the task with defined task objectives to fulfill goals within a planned schedule for execution of a team project.
ILO 4	Effectively communicate and persuade your audience of the optimal marketing decisions and recommendations.
ILO 5	Utilise generative AI and marketing insights from research to design effective social media content.

Course Content

1. Introduction to Marketing.
2. Analysing the Marketing Landscape.
3. Segmentation and Targeting.
4. Positioning and Differentiation.
5. Marketing Mix (Product).
6. Marketing Mix (Price).
7. Marketing Mix (Place).
8. Marketing Mix (Promotion).
9. Buyer Behaviour (Consumer and Organisational).
10. Marketing Management.
11. Marketing Research.

Reading and References (if applicable)

Primary Reading

Chin-Tiong, P.K.G.A.A.S.L.S. T. (2022). Principles of Marketing, An Asian Perspective (5th ed.). Pearson International Content.

Supplementary Readings

All other readings and videos given throughout the semester are supplementary in nature to help you understand the application of the concepts to the real marketing environment.

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Introduction to Marketing; Analysing the Marketing Landscape	ILO1	PM Chapter 1, 2, 3, and 20		No tutorial this week
2	Analysing the Marketing Landscape (Continued); Segmentation and Targeting	ILO1 , ILO2	PM Chapter 2, 3, 7, and 18		First tutorial for introduction and administration
3	Segmentation and Targeting (Continued); Positioning, and Differentiation	ILO1 , ILO2 , ILO4	PM Chapter 2 and 7		Tutorial on Analysing Marketing Landscape
4	Product	ILO1 , ILO2 , ILO4	PM Chapter 8 and 9		Tutorial on Segmentation, Targeting, Positioning, and Differentiation; Submission of Team Objectives, Task Deliverables, and Milestones (Ungraded)
5	Price	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 10 and 11		Tutorial on Product; Reflection Journal Submission

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
6	Place	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 12 and 13		Start of Experiments for the Semester until Week 11; Proposal Slide Deck Report Submssion; Proposal Presentation and Q&A
7	Promotion	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 14, 15, and 16		Feedback Session for Proposal
8	Promotion (Continued); Consumer Buyer Behaviour	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 5, 15, 16, and 17		Tutorial on Price
9	Consumer Buyer Behaviour (Continued); Organisational Buyer Behaviour	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 5, 6, and 20		Tutorial on Place and Promotion
10	Marketing Management	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 1, 2, and 20		Social Media Content Marketing Discussion (Team – Ungraded)

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
11	Marketing Research	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 4		Marketing Plan Slide Deck Report Submission; Marketing Plan Presentation and Q&A (Session 1)
12	Marketing Research (Continued)* *Includes Debrief for Experiments	ILO1 , ILO2 , ILO4 , ILO5	PM Chapter 4		Marketing Plan Presentation and Q&A (Session 2)
13	Summary	ILO1 , ILO2 , ILO3 , ILO4			Tutorial to summarise key learning points and discuss the role of marketing research in marketing; Social Media Content Marketing Individual Submission

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures	<p>As indicated in the course schedule, each lecture covers one or more topics. The topics will also be discussed during the weekly tutorial sessions. Given the short lecture length, it will not be possible for every aspect of the topics to be covered during the lectures. Hence, the focus of the lectures is the clarification and explanation of the fundamental marketing frameworks and concepts.</p> <p>To facilitate your own learning, you should read the relevant materials before each lecture. The required textbook (Principles of Marketing, An Asian Perspective) has a strong global orientation that can help broaden your understanding of marketing in practice worldwide. References to the required textbook are provided in the course schedule and the specific lecture slides. Recent articles and videos from various resources are also included as references. These references are provided to encourage you to explore beyond the textbook about the different marketing topics.</p> <p>Dr. Lim will conduct the lecture live online on Wednesday for all the students in the course. The video will be recorded each week and posted on the main AB1501 NTULearn page. A telegram channel is available for you to post questions and queries about the topics being covered each week during the lecture. You have a choice of attending the live lecture sessions for you to have immediate engagement and asking questions and/or watch the recorded videos and ask questions asynchronously. As the lecture will be only an hour long, there will be supplementary videos for different topics to cover some aspects in greater detail to deepen your understanding of the topics.</p>
Tutorials and Graded Assignments	<p>The students will break up into different tutorial class group sessions (2 hrs each) each week (starting Week 02). Your respective tutor will facilitate the session. The tasks for each tutorial session and graded projects are designed to help you to apply marketing frameworks and concepts to resolve marketing-related concerns. Given that there is no single solution to any of the tasks given, each task is a platform to encourage discussion about the different possibilities and perspectives. Through the class discussion with your peers and respective tutor, you will be able to learn through a cooperative learning process and share your own knowledge with others. If everyone is well prepared for the tasks, it will help facilitate the class discussion. Therefore, you are expected to prepare for the task(s) before each tutorial session. This cooperative learning approach can also help develop your communication skills.</p> <p>For the graded assignments, all submissions are to be done online (i.e., to be uploaded to NTULearn). Therefore, the requirements of the assignments will not need to change in the event of increased social distancing restrictions and you can plan accordingly without expecting major changes. Your respective tutors will brief you further on the assignments in the first tutorial class session. Your team will have ½ hr each tutorial session to work directly with the tutors on the marketing project.</p>
Experiments	<p>Marketing research is an integral part of the entire marketing process. Properly designed research can help marketers make better marketing decisions and further the understanding of the marketing environment. A substantial amount of such research is done at universities. Hence, this course aims to expose you to such academic research by providing you with the opportunity to take part in marketing-related experiments. Professors and/or post-graduate students from Nanyang Business School conduct these experiments. As part of your continuous assessment, you can choose to attend the experiments that are allocated to you over the duration of the semester. If you do not wish to attend the experiments for any reason, you can choose to write a short critique on a research-related article as an alternative.</p>

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Report/Case study(Proposal: Slide Deck Report of Proposal)	ILO1, ILO2, ILO4	NBS Learning Goals: Problem Solving & Decision Making, Oral Communication, Teamwork and Interpersonal Skills	5	Team		
2	Continuous Assessment (CA): Presentation(Proposal (All members need to present): individual oral presentation)	ILO1, ILO2, ILO4	NBS Learning Goals: Problem Solving & Decision Making, Oral Communication, Teamwork and Interpersonal Skills	5	Individual		
3	Continuous Assessment (CA): Report/Case study(Marketing Plan Slide Deck Report)	ILO1, ILO2, ILO4	NBS Learning Goals: Problem Solving & Decision Making, Oral Communication, Teamwork and Interpersonal Skills	25	Team		
4	Continuous Assessment (CA): Presentation(Marketing Plan Presentation (All members need to present))	ILO1, ILO2, ILO4	NBS Learning Goals: Problem Solving & Decision Making, Oral Communication, Teamwork and Interpersonal Skills	20	Individual		
5	Continuous Assessment (CA): Assignment(Reflection Journal)	ILO3	NBS Learning Goals: Planning & Execution	9	Individual		
6	Continuous Assessment (CA): Class Participation(Participation)	ILO1, ILO2, ILO4	NBS Learning Goals: Class Participation	20	Individual		

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
7	Continuous Assessment (CA): Assignment(Experiments or Research Article Critique*)	ILO5	NBS Learning Goals: Acquisition of Knowledge	9	Individual		
8	Continuous Assessment (CA): Assignment(Social Media Content Marketing)	ILO5	NBS Learning Goals: Critical and Creative Thinking	7	Individual		

Description of Assessment Components (if applicable)

Proposal and Marketing Plan

The Proposal assignment requires your team (of 4-5 students) to come up with a short proposal for a viable business idea. Your team is to hand in the softcopy and hardcopy of the Slide Deck Report for your proposal before the start of your tutorial session. Your team is to do an Oral Presentation on your proposal slide deck report. As the oral presentation is assessed on an individual basis, all team members must present for this presentation.

Based on the feedback received for your proposal, your team is to come up with a full marketing plan. Your team is to hand in the softcopy and hardcopy of the Slide Deck Report for your proposal before the start of your tutorial session during Teaching Week 11. Your team is to do an Oral Presentation on your marketing plan slide deck report. As the oral presentation is assessed on an individual basis, all team members must present for this presentation. Please be prepared to respond to questions which may include marketing concepts.

You will need to declare the use of generative AI or tools for your final submission of the slide deck report by making appropriate citations and references. Refer to following link (<https://guides.libraries.psu.edu/apaquickguide/generativeAI>) for an example of how to cite for the use of generative AI. Please include the declaration for generative AI (see NTULearn for the declaration template) as part of your submission.

As the proposal slide deck report content and the marketing plan slide deck report content are based on a team effort, all members of your team will get the same marks for the content of these assignments. You should bring any concerns about any of the team member(s) (e.g., lack of effort) to the attention of your respective tutor during the preparation period, so these concerns can be addressed. Peer evaluation will be conducted for both team projects via Eureka. See Annex A for the relevant rubric for peer evaluation. If any team member scores an average rating of 6 and below (i.e., the mean of the ratings from all other team members) for the criteria of Contribution, your tutor will engage directly all the team members about the issue(s) at hand. If your tutor deems that a team member has not contributed sufficiently after looking into the matter, a penalty will be dealt to the offending team member. The course coordinator will also be consulted on this matter before any penalty is finalised. This process is to ensure that no student is unfairly accused of not contributing to the team projects without clear supporting evidence.

Moreover, the peer evaluation results for both the proposal assignment and the marketing plan assignment will be released to your peers to give them quantitative feedback and qualitative feedback (i.e., what they have done well, what can be improved upon). Teamwork is essential skill set for students to learn.

Please make sure that you keep any negative comments civil. Even though you should raise any concerns that you might have about your team members, that does not mean you can use inappropriate language and be offensive in general.

Reflection Journal

For your own Reflection Journal, you are expected to critically reflect on your planning (including the proposal presentation). Most of you are doing such a project for the first time and this assignment will be helpful for you to understand how you can improve on working effectively on future tasks in a team-based setting. This assignment is split into two parts.

The first step is an ungraded submission for your tutor's reference. Your team is expected to submit your team objectives, team task deliverables, and team milestones. Your team is expected to discuss these aspects and agree upon them before making the submission to your respective tutor.

Building on that, you are to do complete your own graded reflection about your own objectives, task deliverables and milestones. This reflection essay will be assessed on an individual basis. You will need to declare the use of generative AI or tools for your final individual submission. So, please include the declaration for generative AI (see NTULearn for the declaration template) as part of your submission.

Participation

Participation in class discussions is critical and will be assessed throughout the course. This includes appropriate responses to questions, raising questions or comments in the Q&A forum, and participation during mandatory feedback/consultation sessions with your tutor for your team project. Participation should be constructive and not disruptive.

Experiment / Critique

You are expected to participate in 3 short experiment sessions (maximum length of 20 minutes excluding administration) conducted by NBS professors/post-graduate students OR do a short critique (with citations from credible research sources) on an article regarding marketing research methodologies. The exposure to these different marketing research will help you understand how research is being done. A debrief will be done to help you understand the consumer insights that are to be drawn from such research. If you decide on the critique, please include the declaration for generative AI (see NTULearn for the declaration template) as part of your submission.

Social Media Marketing Content

You will be working on a piece of social media marketing content in one of the tutorial class sessions along with your team members first. Your team will be tasked to create a piece of social media content to market certain product or services to a specific target segment. The social media content can be a post, image, and/or video (for video, it can be just a storyboard of the video you intend to post). Your team is expected to use generative AI (e.g., Bing Chat – Creative Mode, Google Bard, ChatGPT, Midjourney) to aid you in this task. Your team will be given feedback by your respective tutor and fellow students during the tutorial session. This part of the submission is ungraded.

Based on the feedback, you have to work on refining the content on an individual basis. You are to draw on consumer research (similar to that used for the experiments that you will be participating in) to refine your idea and to make your social media content more effective. You will be assessed on your final creative output and your explanation on how this piece of social media content will be effective in reaching your desired outcome. Please cite credible research sources to support your explanation. You will need to declare the use of generative AI or tools for your final individual submission. If you have used generative AI to generate the final submission, you

should provide the prompts you have used to generate the final recommended social media content in order to demonstrate your personal creative input in this task. So, please include the declaration for generative AI (see NTULearn for the declaration template) as part of your submission.

*** Refer to Continuous Assessment document for more details about assignments.

Formative Feedback

The tutorial classes are designed for you to raise issues and voice your points of view. During some of the class sessions, you will have the opportunity to work on a problem with the guidance of the instructors. The instructor will provide feedback directly during such class and in-class team discussion. The instructors will also give quantitative and qualitative feedback for the assignments that are due throughout the entire semester. You will also be given feedback on your participation during the middle of the semester after the break. The feedback from the proposal presentation will also help guide you for the final marketing plan project submission as a team and as an individual student. The peer evaluation from the proposal assignment (to be released during mid-semester) also provide give you some indication how well you have been performing in your team and you can improve on your teamwork the rest of the semester.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Collaboration	Basic
Communication	Basic
Decision Making	Basic
Problem Solving	Basic
Project Management	Basic

Course Policy

Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Policy (General)

You are expected to complete all assigned pre-class readings and activities, attend all tutorial classes punctually and take all scheduled assignments and tests by due dates. You will be penalised for late submissions of assignments. You are expected to take responsibility to follow up with course notes, assignments, and course related announcements for tutorial class sessions you have missed. You are expected to participate in all tutorial discussions and activities.

Policy (Absenteeism)

Absence from your tutorial class without a valid reason will affect your overall participation score. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. If you miss a tutorial class, you must inform the course instructor via email prior to the start of the class.

Policy (Others, if applicable)

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Last Updated By: Koh Yi Jing