

Course Outline

Course Code : MKT3714
Course Title : Digital Marketing
Semester : Semester 2, AY 2025/2026
Faculty : Dr Varad Deolankar
Department : Marketing
Email : varad.deolankar@nus.edu.sg
URL : <https://discovery.nus.edu.sg/29502>

Overview

Marketing is undergoing rapid and profound transformation, much of it driven by developments in the digital sphere. Technological advances have enabled marketers to engage with consumers in novel ways and to capture behavioral data at unprecedented levels of granularity. At the same time, the evolution of AI and its disruption of traditional marketing practices have brought forth new challenges. This course aims to build a systematic understanding of digital marketing by focusing on foundational concepts and tools whose relevance has endured even as specific technologies and implementation methods evolve. Teaching will combine both quantitative and qualitative approaches that students can apply to real-world marketing problems and strategic decision-making in their future careers.

The course will cover 5 major topics:

- 1. Sponsored search advertising and search engine optimization:** We will cover topics such as ad ranking, search engine auction mechanisms, position effects, keyword selection.
- 2. Display advertising:** We will discuss 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, when, and how influencer marketing would be effective.
- 5. AI:** We will discuss usage of AI in marketing. For a better understanding, we will also discuss when and why people are against its adoption in various marketing contexts.

Assessment

Assessment Components	Responsible	Weightage
Midterm Test	Individual	25%
Group Project	Team	
• Presentation		30%
• Report		20%
Class Participation	Individual	25%

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

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
3	Paid digital marketing (Display, Search)
4	Influencer Marketing
5	Owned digital marketing (Website and Content)
6	Earned digital marketing (Media and UGC)
	RECESS WEEK
7	Reviews
8	Mid Term Test
9	Protecting Consumers and Group Check-In
10	AI in digital marketing – Part 1 AI in digital marketing – Part 2 and Group Check-In
11	Good Friday holiday (no class)
12	Group Presentations Day 1
13	Group Presentations Day 2