

UGRD_LKCSB_2620_MKTG236_PATRICIA LUI



Singapore Management University

COURSE INFORMATION

Course Code & Title

MKTG236 - Digital Marketing Strategy

Effective Start Date

11/01/2027

Offering Unit / Department / School

LKCSB

Course Career

Undergraduate

Course Units

CU:

Grading Basis

GRD - Graded

1

Course Description

In the era of new digital technologies, the focus of marketing has shifted. It's no longer about selling a product or service but engaging with customers through relevant content and encouraging interactions that positively impact business. This advanced course recognizes this shift and is designed to equip students with a comprehensive understanding of digital marketing, incorporating established and emerging strategies.

This advanced course is delivered using an SMU-X learning approach. SMU-X is an experiential learning framework that calls for students to take on real-world challenges by collaborating on projects with corporations, non-profits, and government organizations. The framework represents a paradigm shift in the traditional teaching and learning approach, from teacher-centered to students taking ownership of their learning.

The course offers a comprehensive blend of theory, empirical analysis, and practical examples to reinforce key concepts related to digital marketing. Students will apply their knowledge to

develop a digital marketing strategy for a real industry partner. We will collaborate with a real industry partner and offer consultancy services to recommend relevant digital marketing strategies for a real business problem.

With engaging seminars, case study discussions focusing on global brands, insights from industry experts with rich international business experience, and hands-on real business projects, students will sharpen their problem-solving skills to tackle real-world business problems through interdisciplinary approaches and activities. They are guaranteed an interactive learning experience that is informative and relevant to working for global businesses.

Do note that MKTG236 Digital Marketing Strategy 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.

Course Learning Outcomes

At the end of this course, students will be able to:

- Differentiate and identify global similarities between online and offline consumer behaviour, exploring how increasing consumer control reshapes marketing strategies.
- Understand the implications of the technological advances on the traditional business dynamics and marketing, and their impact on product, pricing, distribution, and marketing communications.
- Explore cutting-edge research in digital marketing and its practical application in global business.
- Analyze and assess technological advancements in digital media and their implications for business decision-making.
- Develop effective strategies for common online marketing challenges across industries and geographic locations.

SMU Graduate Learning Outcomes

Disciplinary knowledge, Multidisciplinary knowledge, Critical thinking & problem solving, Collaboration & leadership, Communication

Competencies

Digital marketing, Advertising management, Channel management, Marketing communications management, Media Strategy Development

Course Area(s)

AREA - Advanced Business Technology Major, AREA - Analytics Major, AREA - Business-Oriented Electives, AREA - Digital Business Electives, AREA - IS Related Courses, AREA - Marketing Electives, RQCP - MKTG101, RQSR - Instructor's Permission is Required, TRCK - Marketing Major: Marketing Analytics Track

Simple Requirements

Mutually Exclusive

Type

Antirequisite

Enroll in the following Courses:

- MKTG.220 - Digital Marketing

CLASS SECTION INFORMATION

Instructor(s)

PATRICIA LUI - (patricialui@smu.edu.sg)

Instruction Mode

In Person

Office Location

LKCSB #5053

Assessment Components (New)

Category*	Weightage*	Assessment/Submission Period*				
Projects/Assignments	47	Week 13				
Description	Individual Group?*	or	With Component?*	Writing	With Component?*	Oral
Presentation (Week 13) - 20%	Group		Yes		Yes	
Report (Week 13) - 20%						
Peer Evaluation (Week 13) - 7%						

Category*	Weightage*	Assessment/Submission Period*				
Class Participation and Activities	13	Week 13				
Description	Individual Group?*	or	With Component?*	Writing	With Component?*	Oral
Continuous Assessment from Week 1 to Week 13	Individual		Yes		Yes	

Category*	Weightage*	Assessment/Submission Period*				
Final Exam	40	Week 15				

Description	Individual Group?*	or	With Component?*	Writing	With Component?*	Oral
Take-home Exam Submission (Week 15) via eLearn during the Exam Period	Individual		Yes		No	

Instructional Methods and Expectations

Class attendance:

Students with unexcused absences from class for 4 or more sessions may be given an “F” for that class. Late class attendance and non-completion of blended learning materials may be counted as an absence from class.

1. Group Project

You are expected to form your own groups for the group projects. The group size will depend on the final class enrolment and will be confirmed at the start of the term. The Teaching Assistant (TA) will make the final decision on the groupings and may assign or reassign students to groups where necessary. Each group should appoint a group leader who will be responsible for coordinating the group’s work. If you need any assistance with group formation, please contact the TA directly.

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

2. Class Participation and Activities

Class participation includes class discussions, self-learning activities, and skill-based exercises. It 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 learned in class to the course content.

The skill-based exercises are a significant part of this course, requiring a substantial time commitment. In class, you will learn relevant skills in digital marketing, such as using selected online marketing tools. However, to truly master these skills, 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 exercises. This commitment is necessary to ensure you get the most out of this course and develop your digital marketing skills effectively.

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 [13. You](#) will be given two weeks to complete it. You must follow the instructions and submit the exam answers before the deadline. Further information will be provided at the beginning of the term.

Weekly Lesson Plan

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

- Global technology-enabled marketing landscape
- 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

Lesson 2

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

Lesson 3 and 4

Topics: Social Media Marketing Strategy

- Integrated social media strategy
- Social media platform marketing
- Partnership marketing
- Paid social media strategy
- Social media insight generations
- Social media effectiveness management

Recommended Readings:

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

Activities:

- Class discussion, class exercises and skill-based exercises

Lesson 5, 6 and 7

Topics: Website Marketing Strategy

- User experience design strategy
- Search engine ranking optimization
- Generative engine optimization

- Website performance monitoring and management

Recommended Readings:

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

Activities:

- Class discussion, class exercises and skill-based exercises

Lesson 8

Term break

Lesson 9

Self-learning Week; Refer to eLearn for more details

Lesson 10 and 11

Topic: Sponsored Digital Communication Channels

- AI-powered programmatic advertising
- Search advertising
- Display advertising
- Native advertising
- Geotargeting and location-based communications
- Revenue-sharing collaboration

Recommended Readings:

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

Activities:

- Project discussion, class exercises, and current issues discussion

Lesson 12

Group Project Presentations

Lesson 13

Topics: Building Online Customer Engagement and Conversion

- Immersive virtual and augmented reality
- Interactive metaverse marketing
- User-generated content
- Gamified marketing
- Online community building

Exam Revision

Recommended Readings:

- No textbook reading
- Additional readings available on eLearn

Activities:

- Project discussion, class exercises, and current issues discussion

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

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 offence.

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>.

Responsible Use of AI

The University recognises the importance of equipping students with the skills to navigate an AI-driven world. While AI tools may support learning, they must be used judiciously and responsibly. Students must not present AI-generated output as their own work.

Each course may set specific guidelines on the use of AI in assessments. Students are required to follow these guidelines carefully and should seek clarification from the instructors if uncertain.

Misuse of AI constitutes a breach of academic integrity and will be subject to the same penalties as other acts of academic dishonesty.

Copyright Notice

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Accessibility

SMU strives to make learning experiences accessible for all. Students who anticipate or experience physical or academic barriers due to disability are encouraged to inform the course instructor as soon as possible. Students may also contact the university's disability services team if they have questions or concerns about academic provisions:

accessibility@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.