

MKT498 Selected Topics on Digital Transformation

Level: 4

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

MKT498 Selected Topics on Digital Transformation deals with current issues that the marketing profession is facing, as well as developments in the digitisation of businesses. The course covers several increasingly important new areas such as the Internet of things, platform strategy, sharing economy and many other forces of disruption and innovation that shape today's realities of the world. These digital transformations are taking place at an exponential rate. The speed of innovations and breakthroughs is disrupting marketing. A better understanding of the changing environment can enable marketing professionals to recognize realities, embrace changes and create new opportunities.

This course introduces the new technology trends and challenges that businesses today face. It focuses on using the innovations on digital platforms to design successful marketing strategy for businesses. It also explores emerging digital technologies that bring about new business models and reform business landscape.

Topics:

- Fourth industrial revolution
- Internet of Things (IoT)
- Platform strategy
- Crowd-sourcing
- NFT marketing
- Digital inclusion
- E-commerce/new retail
- Marketing analytics
- The FinTech eco-system
- The impact of Blockchain technology and cryptocurrency
- Technology-enabled business model innovations: Metaverse
- The social impact of digital transformation

Textbooks:

Singapore University of Social Sciences - World Scientific Future Economy Series, The Emerging Business Models Chong Guan, Zhiying Jiang and Ding Ding World Scientific
ISBN-13: 9789811203947

MKT498 Study Guide
ISBN-13: SG-1920

Learning Outcome:

- Examine the impact of the Fourth industrial revolution on businesses
- Critique the impact of the Internet of Things on business practices
- Appraise how e-commerce businesses outcompete traditional companies
- Identify opportunities and leverage on the sharing economy
- Evaluate the importance of marketing analytics and its application in businesses
- Assess the impact of FinTech and blockchain technology on marketing
- Formulate marketing strategies on the digital platforms
- Develop the essential knowledge and interpersonal skills to work effectively in a team.
- Demonstrate written proficiency.
- Recommend strategic options for traditional firms being disrupted

Assessment Strategies - Regular Semester (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	12
	TUTOR-MARKED ASSIGNMENT 1	18
	GBA - VIDEO 1	14
	GBA - PPT 1	6
Overall Examinable Components	ECA-REPORT	30
	ECA-VIDEO	14
	ECA-POWERPOINT	6
Total		100

*The information listed is subject to review and change.