
THE WHARTON SCHOOL
University of Pennsylvania

MKTG890 Advanced Study Project:
WIMI - MBA Research Team Projects

Course Syllabus (Fall 2010)

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Technology has created a completely new and ever-changing marketing and media economy. Hundreds of millions of interactive media users have migrated to various digital platforms and spend hours a day engaged in media behaviors that barely existed a short time ago. Hundreds of millions of marketing dollars have followed, usually in search of one-to-one marketing on global scale. But few standards exist in buying and selling of emerging media, and traditional marketing concepts like ROI and POP are pulled in directions as varied as the platforms. This class will examine the business of emerging platforms and, through project work with WIMI Corporate Partners, class speakers and real world examples, examine how digital currency is taking control of the business conversation. By the end of this class, students will be experienced in critical issues driving the evolution of digitally-oriented business and increase their skill sets with the new tools needed to succeed in a fast-pasted, multi-platform environment. Students will also be introduced to some of the most innovative companies in the interactive media space and prepared for possible careers in this space.

PROJECTS/AREAS OF STUDY

Social media –

- Issues of pricing models & strategies
- Costs of acquisition, customer loyalty, analytics
- Determine strategic direction

Contagion/influence in online/offline environments – work with a global firm to understand how to quantify and prove performance of online/offline messaging

Mobile - work with global company on mobile marketing strategies

Multi-channel customer behavior as it relates to multi-national entertainment firm

Content pricing & management - Work with global publisher to determine new directions for device (e.g. iPad, Kindle) strategies, joint ventures, distribution, etc.

Real-time sentiment analysis

COURSE OBJECTIVES

- To offer students high impact, “real world” professional learning opportunities where they can apply marketing and management frameworks to the new business models for real companies.
- To foster strategic thinking, effective communication and sound decision-making, nurturing thought leadership in the fast-evolving industry and creating a vibrant hub for business knowledge and application in the industry.

COURSE FORMAT and GRADING

This class is designed to educate students about real-world, critical issues facing companies as a result of interactive media and disruptive digital technology, and supply students with new skill sets they need to be successful in this rapidly changing business environment.

MBARTs work closely with WIMI Corporate Partners to understand Partner strategic and research-oriented challenges, in real-time. Corporate Partners may visit campus or arrange other face-to-face or phone meetings to introduce students to the projects and the dynamic challenges surrounding them.

MBART teams are built by aligning student interests in, and/or expertise in, interactive media with the needs of a project. For example, students may be part of teams involved in social media projects to hone their knowledge of practical application of social media, and contribute to the team via experience from finance, consulting, marketing, etc. Others may contribute to the team their practical experience in social media and learn from the traditional backgrounds of their teammates. Team members work on projects in order to craft their own area of expertise in interactive media. In some instances, it’s expected, Corporate Partners may hire MBART students to implement plans they created as part of the teams and the strategies developed by the students will likely be employed by the partners.

Process

As part of the learning experience, MBART teams prepare a letter of engagement for the Corporate Partner to scope projects and define milestones, deliverables, uses and applications for the findings. This LOE, its milestones, adherence to timelines, and quality of delivery will be the basis for 25% of the semester grade.

CLASS DOES NOT MEET EVERY WEEK. Student teams meet independently for much of the semester. Partners and teams interact on a regular schedule, established by the LOE, and students share their learning throughout the semester; that interaction will be considered part of the class participation. Interaction with Partners, combined with in-class participation and bi-weekly progress reports account for 25% of the class grade. Bi-weekly reports must be submitted in hard copy and digital form and be no fewer than five pages in length (not including graphics), double-spaced. One report per team, each student shares equally in the grade.

Students will participate in one MBART project during the semester. Projects will be weighted for their scope and complexity to ensure a balanced workload and grading scale.

The results of the project final deliverables will be 50% of the class grade, determined by how well they answer the challenges and meet the obligations established in the LOE, as well as a review generated by the Partner companies. Reports will be presented to the class and Corporate Partners at the end of the project.

Final reports will include hard copy deliverables, the size of which will be determined by the nature of the project, but must be presented in a highly professional format.

Students will explore and implement new digital technologies so Internet access is a must. **However, no laptops** will be allowed during lectures or guest speakers.

Because of the speed at which interactive media evolve, the syllabus may change with advance warning - dates for deadlines will not. Guest speakers may participate using interactive media platforms.

Students are expected to keep abreast of current affairs in the digital space. Additional case study reading is in webCafe.

Course schedule

Pre-reading: For Week 1:

“Barack Obama: Organizing, Engaging and Winning. How the Obama Campaign Used Interactive Media to Win the Presidency,” Bale, Dahllof, Jelenic (in webCafe)

Week 1 (Sept. 8) Introduction

Introduction to the current interactive media landscape, its key players and challenges
Key focus: The key issues of the digital economy – value, measurement, monetization, engagement and other digital concepts. The first class discusses goals of the course and long-term objectives, explores student backgrounds divide into teams and explore the challenges ahead. We will begin the process of scoping projects and will be visited by Corp. Partners as guest speakers to discuss crucial issues and projects.

Discussion: “Barack Obama: Organizing, Engaging and Winning”

Due for Week 3, First Letter of Engagement, for corporate partners

Week 2 (Sept. 15): Class meets to set teams, discuss and align projects

Week 3 (Sept. 20): NO CLASS MEETING. LOEs are due to the instructor and Partner by this date. All LOEs must be submitted in hard copy and digital forms.

Week 4 (Sept. 29): NO CLASS MEETING

Week 5 (Oct. 6): Class meets

Students should be prepared to submit their first update and discuss projects with class.

Week 6 (Oct. 13): NO CLASS MEETING

Week 7 (Oct. 20): NO CLASS MEETING – Updates due

Week 8 (Oct. 27): Class meets. Visit from WIMI VIP

Week 9 (Nov. 3): NO CLASS MEETING – Updates due

Week 10 (Nov. 10): NO CLASS MEETING

Week 11 (Nov. 17): Class meets: Updates due, checkpoint discussion.

Week 12 (Nov. 24): NO CLASS MEETING

Week 13 (Dec. 1): – Final Oral Presentations

Week 14 (Dec. 8): – Final Oral Presentations