MKTG 227-727: Digital Marketing and Electronic Commerce
Wharton | Philadelphia

Time: Tue/Thurs 1:30-2:50pm and 3:00-4:20pm
Instructor: David R. Bell
TA: TBA
Contact: davidb@wharton.upenn.edu
Office Hours: Tuesday and Thursday mornings and afternoons or by appointment
Prerequisites: MKTG 611 and MKTG 612 or consent of instructor
Course site: Canvas

DESCRIPTION

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing is critical to the success of firms that will shape the consumption-led economies that are fueled by these technologies. MKTG 727 provides a research-based and framework-driven approach to succeeding in this environment, through a rigorous approach to understanding digital marketing and electronic commerce.

The course is organized into two sections and utilizes relevant theory, empirical analysis, and practical examples, to develop the key learning points. Guests from the entrepreneur and investor communities participate as well, as appropriate (details below). Part I presents the behavioral foundations for understanding commerce and emerging business models, and covers the relevant phenomena and theory from economics, marketing, and related fields. Part II focuses on the principles and mechanics of digital marketing tools and tactics, and also briefly covers social commerce and new media.

OBJECTIVE

We emphasize fundamental concepts over trends and fads and the main goal of the course is to help participants understand and critique customer behavior and businesses from several perspectives—as analysts, consumers, entrepreneurs, and investors. An ancillary goal is to establish the importance of theory and empirical analysis as key facilitators of this process.
VALUE PROPOSITION

Course participants will have a solid foundation from which to: (1) evaluate opportunities in the digital and e-commerce ecosystem, and (2) develop their own ventures.

ASSESSMENT

- Attendance and Participation: 20%
- Group Assignment, details TBA 30%
- Final Exam: 50%

SCHEDULE

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<thead>
<tr>
<th>Session</th>
<th>Month</th>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
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<tr>
<td>1</td>
<td>Oct</td>
<td>Tue 25</td>
<td>Introduction to “Digital Marketing, Social Media, and e-Commerce”</td>
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<td>2</td>
<td>Oct</td>
<td>Thu 27</td>
<td>Marketing Assets in the Digital Economy</td>
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<td>3</td>
<td>Nov</td>
<td>Tue 01</td>
<td>Internet GRAVITY and Frictionless Commerce</td>
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<td>4</td>
<td>Thu 03</td>
<td>New Case: “Warby Parker” (Digitally Native Vertical Brands / Margin Disruption)</td>
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<td>5</td>
<td>Tue 08</td>
<td>Offline-Offline Substitution</td>
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<td>6</td>
<td>Thu 10</td>
<td>The Long Tail</td>
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<td>7</td>
<td>Tue 15</td>
<td><strong>Guest: Jen Rubio, Founder Away</strong></td>
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<td>8</td>
<td>Thu 17</td>
<td>Networks and Neighborhoods</td>
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<td>9</td>
<td>Tue 22</td>
<td>Reputation and Reviews</td>
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<td><strong>Thanksgiving Break</strong></td>
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<td>10</td>
<td>Nov</td>
<td>Tue 29</td>
<td>Online Advertising and Mobile</td>
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<td>11</td>
<td>Deb</td>
<td>Thu 01</td>
<td>Earned and Social Media, Social Advertising</td>
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<td>12</td>
<td>Tue 06</td>
<td>Diffusion Over Networks: Viral Features of Products</td>
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<td>13</td>
<td>Thu 08</td>
<td>New Media, Content Creation, and Crowdsourcing</td>
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VIRTUAL GUESTS (Available via Spike for the Group Assignment)

- **Kirsten Green.** Kirsten is the Founder of [Forerunner Ventures](http://www.forerunnervc.com), a premier brand-building commerce VC based in San Francisco. Kirsten and her team have a unique investment thesis, “who’s who” portfolio, some high profile recent exits ([Dollar Shave Club](http://www.dollarshaveclub.com) ($1b); [Jet](http://www.jet.com) ($3b)).

- **Aileen Lee.** Aileen is Founder Partner at [Cowboy Ventures](http://www.cowboy-vc.com), an early stage venture fund, and formerly a partner at [Kleiner Perkins Caufield Bowers](http://www.kleiner.com). A successful investor and operator, Aileen also introduced the “unicorn” idea into the vernacular with her influential article [Welcome to the Unicorn Club](http://techcrunch.com/2013/03/14/welcome-to-the-unicorn-club).
VIRTUAL GUESTS (Available via Spike for viewing only, no assignment)

- **Philip Winter.** Philip graduated from Penn in 2012 and founded Nebia. The first product is a shower that uses 70% less water than conventional showers. Notable investors include Tim Cook and Eric Schmidt.

- **Rob Coneybeer.** Rob is a Wharton graduate and partner at Shasta Ventures where he focuses on mobile and connected hardware.

LIVE GUEST

- **Jen Rubio.** Jen is the co-founder of Away, a premium travel brand designed to create special objects that are at home on the road—that carry you forwards, making your trip easier, and in a way, your life better. Before starting Away, Jen acted as the Head of Social Media at Warby Parker, spearheading content and partnership efforts in the brand’s early years, and later worked as the Global Head of Innovation at AllSaints. Jen’s passions lie in the intersection of commerce and emerging technology, creating meaningful, integrated experiences between people and brands. In 2015, she was named to the Forbes 30 Under 30 list for Marketing & Advertising. She lives and works in New York.

CASES AND ACADEMIC (REFERENCE) READINGS (On Study.Net)

Case


Academic Readings