MKTG 270 / 770: Digital Marketing, Social Media, and e-Commerce
Fall 2016 Wharton | Philadelphia

**Time**  
Tue/Thurs 10:30-11:50am

**Instructor**  
David R. Bell (davidb@wharton.upenn.edu) 755 JMHH

**TA**  
TBA

**Office Hours**  
Tuesday and Thursday afternoons or by appointment

**Prerequisites**  
MKTG 611 or equivalent (or consent of instructor)

**Course site**  
Canvas

**Optional Book**  
[http://amzn.to/1alO8vc](http://amzn.to/1alO8vc)

**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 270/770 provides a research-based and framework-driven approach to succeeding in this environment, through a rigorous approach to understanding digital marketing, social media, and electronic commerce.

The course is organized in three 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. 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. Part III develops concepts and tools for content creation, social commerce, and new media. Throughout the course we survey, critique, and evaluate the key ideas in digital marketing, social media, and e-Commerce.

**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

Upon completion of the course, participants will have a solid foundation from which to evaluate opportunities in the digital economy, and to participate in their own ventures.

SPECIFIC LEARNING OUTCOMES

MKTG 270/770 will improve your familiarity with the following subjects:

• **Behavioral Foundations of e-Commerce**
  You will understand key concepts and principles including virtual world GRAVITY, market frictions, the Long Tail, neighborhood effects, and online-offline synergy.

• **Digital Marketing Tools and Tactics**
  You will get to know the pros and cons of how the main digital marketing tools work, how to deploy them, and how to acquire customers and generate content that matters.

• **Social Media**
  You will be proficient in the “social” aspect of commerce, including social advertising, social targeting, and to imbue products with viral features.

ASSESSMENT

- Attendance and Participation: 15%
- Conceptual Assignment (A1): 25%
- Analytical Assignment (A2): 10%
- Final Exam: 25%
- Final Project (A3): 25%

More details on the nature of the assignments and other administrative issues will be provided on the first day of class.
DETAILED 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>Aug</td>
<td>Tue 30</td>
<td>Introduction to “Digital Marketing, Social Media, and e-Commerce”</td>
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<td>2</td>
<td>Sep</td>
<td>Thu 01</td>
<td>Marketing Assets in the Digital Economy</td>
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<td>3</td>
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<td>Tue 06</td>
<td>Internet GRAVITY and Frictionless Commerce</td>
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<td>4</td>
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<td>Thu 08</td>
<td>Classic Case: “Webvan” (Internet Economics)</td>
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<td>5</td>
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<td>Tue 13</td>
<td>New Case: “Warby Parker” (Digitally Native Vertical Brands / Margin Disruption)</td>
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<td>Thu 15</td>
<td>Offline-Offline Substitution</td>
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<td>7</td>
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<td>Tue 20</td>
<td>The Long Tail</td>
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<td>8</td>
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<td>Thu 22</td>
<td>Platforms and Aggregation</td>
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<td>9</td>
<td></td>
<td>Tue 27</td>
<td>Networks and Neighborhoods</td>
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<td>10</td>
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<td>Thu 29</td>
<td>Work on A1: Watch investors Aileen Lee and Kirsten Green on the videos available on Spike (details TBA)</td>
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<td>11</td>
<td>Oct</td>
<td>Tue 04</td>
<td>Reputation and Reviews</td>
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Fall Break

| 12      |       | Tue 11 | Guests: Brooke Harley and Manica Gautam, Partners Campfire Capital | A1 Due                                      |
| 13      |       | Thu 13 | Guest: Tom Patterson Founder and CEO Tommy John                  |                                             |
| 14      |       | Tue 18 | Digital Marketing Tools and Tactics                               |                                             |
| 15      |       | Thu 20 | Online Advertising                                                |                                             |
| 16      |       | Tue 25 | Guests: Mitchell Green and Nimay Mehta, Partners Lead Edge Capital |                                             |
| 17      |       | Thu 27 | Marketing Optimization: Optimal Bidding on Keywords               |                                             |
| 18      | Nov   | Tue 01 | Mobile Marketing and Wearables: Time, Location, Context           |                                             |
| 19      |       | Thu 03 | Earned and Social Media, Social Advertising                       |                                             |
| 20      |       | Tue 08 | Social Advertising and Social Commerce                            |                                             |
| 21      |       | Thu 10 | Diffusion Over Networks: Viral Features of Products               |                                             |
| 22      |       | Tue 15 | Guest: Jen Rubio, Founder Away                                    | A2 Due                                      |
| 23      |       | Thu 17 | Diffusion Over Networks: Structure, Patterns and Degrees          |                                             |
| 24      |       | Tue 22 | Social Targeting                                                  |                                             |

Thanksgiving Break

| 25      |       | Tue 29 | Communication Persuasiveness and Social Platforms                 |                                             |
| 26      | Dec   | Thu 01 | Social Media ROI                                                 |                                             |
| 27      |       | Tue 06 | New Media, Content Creation, and Crowdsourcing                    |                                             |
| 28      |       | Thu 08 | Key Learning Points and Course Summary                            | A3 Due                                      |

* Dates could occasionally will change due to guest schedules—I will update the syllabus immediately if and when changes occur
GUESTS

Our guests are an integral part of course and provide tremendous value-add as friends and colleagues who are really executing exciting ideas and business practices. Please come to the sessions fully prepared to engage in a thoughtful dialog with our guests.

- **Brooke Harley and Manica Gautam.** Brooke and Manica are both Partners at [Campfire Capital](#), a Vancouver-based venture fund dedicated to digital-first omni-channel brands. Previously they were at lululemon and Onex, respectively.

- **Tom Patterson.** Tom is the founder and CEO of [Tommy John](#), an offline-first and now fully omni-channel brand of men’s underwear and accessories based in New York City.

- **Mitchell Green and Nimay Mehta.** Mitchell and Nimay are both Partners at [Lead Edge Capital](#), a growth equity fund based in New York City.

- **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.

VIRTUAL GUESTS (available via Spike for Assignment A1)*

- **Kirsten Green.** Kirsten is the Founder of [Forerunner Ventures](#), 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](#) ($1b); [Jet](#) ($3b)).

- **Aileen Lee.** Aileen is Founder Partner at [Cowboy Ventures](#), an early stage venture fund, and formerly a partner at [Kleiner Perkins Caufield Bowers](#). A successful investor and operator, Aileen also introduced the “unicorn” idea into the vernacular with her influential article [Welcome to the Unicorn Club](#).

*Additional video of Eurie Kim (Partner at Forerunner) and Aileen should be available in late fall, subsequent to their guess sessions in the Wharton | San Francisco class.*
CASES AND ACADEMIC (REFERENCE) READINGS (On Study.Net)

Cases

Academic Readings