MKTG 270 / 770: Digital Marketing, Social Media, and e-Commerce
Fall 2017 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

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: 20%
• Conceptual Assignment (A1): 25%
• Analytical Assignment (A2): 20%
• Final Exam: 35%

More details on the nature of the assignments and other administrative issues will be provided on the first day of class.
**DETAILED SCHEDULE**

<table>
<thead>
<tr>
<th>Session</th>
<th>Month</th>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug</td>
<td>Tue 29</td>
<td>Introduction to “Digital Marketing, Social Media, and e-Commerce”</td>
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<td>2</td>
<td>Thu 31</td>
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<td>Marketing Assets in the Digital Economy</td>
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<td>3</td>
<td>Sep</td>
<td>Tue 05</td>
<td><strong>Work on A1 (Conceptual Case) “Unicorns” by watching Aileen Lee and Kirsten Green on the videos available on Spike (details TBA)</strong></td>
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<td>4</td>
<td>Thu</td>
<td>07</td>
<td>Guest: Mauro Guillen “Global trends and the digital economy”</td>
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<td>5</td>
<td>Tue</td>
<td>12</td>
<td>Internet GRAVITY and Frictionless Commerce</td>
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<td>6</td>
<td>Thu</td>
<td>14</td>
<td>Classic Case: “Webvan” (Internet Economics)</td>
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<td>7</td>
<td>Tue</td>
<td>19</td>
<td>Contemporary Case: “Warby Parker” (Digitally Native Vertical Brands)</td>
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<td>8</td>
<td>Thu</td>
<td>21</td>
<td>Offline-Offline Substitution</td>
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<td>9</td>
<td>Tue</td>
<td>26</td>
<td>The Long Tail</td>
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<td>10</td>
<td>Thu</td>
<td>28</td>
<td><strong>Guest: Nina Ojeda Founder of PRETE</strong></td>
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<td>11</td>
<td>Oct</td>
<td>Tue 03</td>
<td>Networks and Neighborhoods</td>
<td>A1 Due</td>
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<td><strong>Fall Break</strong></td>
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<td>12</td>
<td>Tue</td>
<td>10</td>
<td>Reputation and Reviews</td>
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<td>13</td>
<td>Thu</td>
<td>12</td>
<td>Platforms and Aggregation</td>
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<td>14</td>
<td>Tue</td>
<td>17</td>
<td>Online Advertising</td>
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<td>15</td>
<td>Thu</td>
<td>19</td>
<td>Digital Marketing Tools and Tactics</td>
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<td>16</td>
<td>Tue</td>
<td>24</td>
<td>Marketing Optimization: Optimal Bidding on Keywords</td>
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<td>17</td>
<td>Thu</td>
<td>26</td>
<td><strong>Guest: Lawrence Lenihan Co-CEO of Resonance</strong></td>
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<td>18</td>
<td>Tue</td>
<td>31</td>
<td>Mobile Marketing and Wearables: Time, Location, Context</td>
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<td>19</td>
<td>Nov</td>
<td>Thu 02</td>
<td>Earned and Social Media, Social Advertising</td>
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<td>20</td>
<td>Tue</td>
<td>07</td>
<td>Social Advertising and Social Targeting</td>
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<td>21</td>
<td>Thu</td>
<td>09</td>
<td><strong>Guest: Tom Patterson Founder and CEO Tommy John</strong></td>
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<td>22</td>
<td>Tue</td>
<td>14</td>
<td><strong>Guests: Patrick Duffy and Boyd Renner, Founders Endeavor Life Sciences</strong></td>
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<td>23</td>
<td>Thu</td>
<td>16</td>
<td>Diffusion Over Networks: Viral Features of Products</td>
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<td>24</td>
<td>Tue</td>
<td>21</td>
<td><strong>Work on A2 (Analytical Case) “Star Digital”</strong></td>
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<td><strong>Thanksgiving Break</strong></td>
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<td>25</td>
<td>Tue</td>
<td>28</td>
<td>Diffusion Over Networks: Structure, Patterns and Degrees</td>
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<td>26</td>
<td>Thu</td>
<td>30</td>
<td><strong>Guests: Pete Borum and Ben Williams Reelio</strong></td>
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<tr>
<td>27</td>
<td>Dec</td>
<td>Tue 05</td>
<td>Communication Persuasiveness, Social Platforms, ROI</td>
<td>A2 Due</td>
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<td>28</td>
<td>Thu</td>
<td>07</td>
<td>Key Learning Points and Course Summary</td>
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* 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.

• Mauro Guillen. Mauro is a renowned scholar and award winning teacher and researcher. He is also Director of the Lauder Institute.

• Nina Ojeda is a multi-time entrepreneur and founder of PRÊTE, a members only club to access the best blowouts in a city. Before PRÊTE, Nina founded go-to-market agency, The Avenue West where she was responsible for some of the most noteworthy marketing stunts in the industry.

• Lawrence Lenihan is the co-founder and co-CEO of Resonance, an early stage fashion-oriented venture studio. Previously, he founded Firstmark Capital.

• 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.

• Patrick Duffy and Boyd Renner. Partick and Boyd, along with their team of with former Navy SEALS are world renowned tattoo artists will discuss the digital go-to-market strategy for a “new to the world” and about to launch DNA micro-encapsulation product. The product allows individuals to connect to the people, places, and experiences that bring meaning to their lives.

• Pete Borum and Ben Williams. Pete and Ben are founders at Reelio, an influencer marketing business based in New York City.

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)).

• Eurie Kim. Eurie is General Partner at Forerunner Ventures and a graduate of the Wharton School (WG ’09).

• 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.

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

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

**Cases**


**Academic Readings**


Detailed Reading Schedule*

Week 1 Introduction (8/29), Marketing Assets in the Digital Economy (8/31)

Week 2 “Unicorns” (9/5), Global Trends in the Digital Economy (9/7)
  • Tuesday: Read Aileen Lee’s original TechCrunch article “Welcome to the Unicorn Club,” and begin watching Aileen, Euirie, and Kirsten on Spike.

Week 3 Internet GRAVITY and Frictionless Commerce (9/12), Webvan (9/14)
  • Tuesday:

Week 4 Warby Parker (9/19), Online-Offline Substitution (9/21)
  • Tuesday:
  • Thursday:

Week 5 The Long Tail, (9/26), Nina Ojeda
- Thursday: Skim / Read according to your interest, articles on Inc.com and elsewhere written by Nina Ojeda.

Week 6 Networks and Neighborhoods (10/3)

FALL BREAK

Week 7 Reputation and Reviews (10/10), Platforms and Aggregation (10/12)
- Tuesday:
- Thursday: No reading, lecture notes only.

Week 8 Online Advertising (10/17), Digital Marketing Tools and Tactics (10/19)
- Tuesday:
- Thursday:

Week 9 Marketing Optimization: Optimal Bidding on Keywords (10/24), Lawrence Lenihan (10/26)
- Thursday: Skim / Read according to your interest, articles on Business of Fashion and elsewhere written by Lawrence Lenihan.

Week 10 Mobile Marketing and Wearables (10/31), Earned and Social Media, Social Advertising (11/02)
- Thursday:

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Week 11 Social Advertising and Social Targeting (11/07), Week 12 Tom Patterson (11/09)
- **Tuesday**: No reading, lecture notes only.
- **Thursday**: Familiarize yourself with Tommy John.


Week 12 Patrick Duffy and Boyd Renner (11/14), Diffusion Over Networks: Viral Features of Products (11/16)
- **Tuesday**: No reading, presentation only.
- **Thursday**: No reading, lecture notes only.

**Week 13 A2 Case (Star Digital) No In-Class Session (11/21)**
- **Tuesday**: Work on Star Digital Case and Assignment A2.

THANKSGIVING BREAK

Week 14 Diffusion Over Networks: Structure, Patterns, and Degrees (11/28), Pete Borum and Ben Williams (11/30)
- **Tuesday**: No reading, lecture notes only.
- **Thursday**:
  a. Familiarize yourself with Reelio.

Week 15 Communication Persuasiveness, Social Platforms, ROI (12/05), Course Summary (12/07)
- **Thursday**: Come prepared for course summary and review.

* YellowDig serves as a "living library" of content to which we all contribute. Please do allocate some time at the beginning of each week to skim through the content posted there.