**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. This course 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. Guest speakers will participate as well, as appropriate (details below).

**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**

Spring 2018 MKTG 727-227 401-403: Digital Marketing and e-Commerce
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%
- Assignment, details TBA: 30%
- Final Exam: 50%

**SCHEDULE**

<table>
<thead>
<tr>
<th>Session</th>
<th>Month</th>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan</td>
<td>17 or 18</td>
<td>Introduction. Display advertising.</td>
<td></td>
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<tr>
<td>2</td>
<td>Jan</td>
<td>24 or 25</td>
<td><strong>Guest: Matt Jones of Google.</strong> Search advertising</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Jan or Feb</td>
<td>31 or 1</td>
<td>Warby – Parker case. Online-Offline Substitution</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb</td>
<td>7 or 8</td>
<td>Reputation and reviews</td>
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<tr>
<td>5</td>
<td>Feb</td>
<td>14 or 15</td>
<td>Location and mobile</td>
<td>Assignment Due</td>
</tr>
<tr>
<td>6</td>
<td>Feb</td>
<td>21 or 22</td>
<td>Social media branding. Influencer marketing</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Feb or March</td>
<td>28 or 1</td>
<td>Social targeting. Virality.</td>
<td></td>
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</tbody>
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**VIRTUAL GUESTS (Available via Spike for the Assignment)**

- **Kirsten Green.** Kirsten is the Founder of [Forerunner Ventures](https://forerunner.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](https://www.dollarshaveclub.com) ($1b); [Jet](https://jet.com) ($3b)).

- **Eurie Kim.** Eurie is a graduate of the Wharton School (WG ’09) and partner at [Forerunner Ventures](https://forerunner.com) (see above) and spoke to our class in San Francisco on 11/02/2016.

- **Aileen Lee.** Aileen is Founder Partner at [Cowboy Ventures](https://cowboyvc.com), an early stage venture fund, and formerly a partner at [Kleiner Perkins Caufield Bowers](https://www.kpcb.com). A successful investor and operator, Aileen also introduced the “unicorn” idea into the vernacular with her influential article [Welcome to the Unicorn Club](https://www.fastcompany.com/3042367/innovation/welcometo-the-unicorn-club).

**VIRTUAL GUESTS (Available via Canvas for viewing only, no assignment)**

- **Rob Coneybeer.** Rob is a Wharton graduate and partner at [Shasta Ventures](https://www.shasta.vc) where he focuses on mobile and connected hardware.

- **Tom Patterson.** Tom is the founder and CEO of [Tommy John](https://www.tommyjohn.com), an offline-first and now fully omni-channel brand of men’s underwear and accessories based in New York City.
• **Philip Winter.** Philip graduated from Penn in 2012 and founded [Nebia](http://nebia.com). The first product is a shower that uses 70% less water than conventional showers. Notable investors include Tim Cook and Eric Schmidt.

**IN CLASS GUESTS**

• **Matt Jones** Matt Head of Analytics & Measurement – Travel at [Google](http://google.com), an up-and-coming search engine.

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

**Case**


**Academic Readings**


**DETAILED READING SCHEDULE**

**Session 1 (Jan 17 or 18)**

**Introduction**

**Display Advertising**


**“Unicorns”**

- Read Aileen Lee’s original TechCrunch article “Welcome to the Unicorn Club,” and begin watching Aileen, Eurie, and Kirsten on Spike.

**Session 2 (Jan 24/25)**

**Google guest speaker**

**Lead generation, performance and attribution**

**Marketing Optimization: Optimal Bidding on Keywords**


**Session 3 (Jan 31 or Feb 1)**

**Warby Parker case**


**Online-Offline Substitution**


**Session 4 (Feb 7 or 8)**

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Reputation and Reviews


Session 5 (Feb 14 or 15) Assignment Due

Mobile


Session 6 (Feb 21 or 22)

Social Media


Sponsored content & influencer Marketing

- Skim / Read according to your interest, articles on Influencer Marketing and familiarize yourself with Reelio

Session 7 (Feb 28 and Mar 1)

Social Targeting


Targeting and Diffusion with Social Networks


* 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.