

MKTG 770 / 270

Digital Marketing, Social Media and e-Commerce

Time: (770) T/R 10:30AM

Time: (270) T/R 1:30PM

Instructor: Ron Berman

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Office Hours: R 3:30pm – 4:30pm JMHH 746

TA 770: Joy Sun

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Office Hours:

TA 270: Joe Ammon

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Office Hours:

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 plays a key role in shaping the modern consumption-led economies fueled by these technologies. The course provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce.

The course is organized around three sections and utilizes relevant theory, empirical analysis, and practical examples to develop the key learning points. Guests from the entrepreneur, investor and digital communities participate, as appropriate. Part I presents the behavioral foundations for understanding the environment in which online businesses operate, and covers the relevant phenomena and theory from economics, marketing, and related fields. Part II examines online business models and institutions including Internet retail, subscription and curated commerce, two-sided markets, freemium products, collaborative consumption and so on. Part III focuses on how digital marketing fosters online business growth. In particular, we survey, critique, and evaluate common digital marketing methods and tactics.

Objective

The main goal of the course is to help participants understand and evaluate online business models and digital marketing methods, from a variety of perspectives—as analysts, consumers, entrepreneurs, and investors. That is, we emphasize fundamental concepts rather than specific tactics. We will also look at modeling approaches for executing key marketing tactics. An ancillary goal is to establish the importance of theory and empirical analysis as key facilitators of this process.

“Over the next 10 years, I expect many more industries to be disrupted by software, with new world-beating Silicon Valley companies doing the disruption in more cases than not.”

Marc Andreessen, “Why Software Is Eating The World”, WSJ August 2011

Prerequisites

- 270: MKTG 101

Goals

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

Specific Learning Outcomes

Taking the course will improve your familiarity with the following subjects:

Digital Business Models

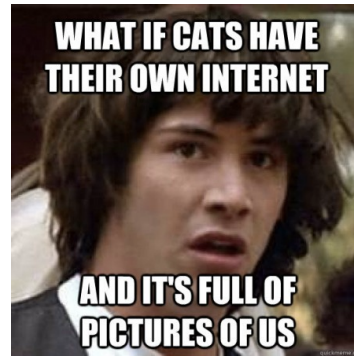
You should understand the economics of digital environments and when some business models may apply to a relevant venture, including freemium models and building two-sided markets.

E-commerce Business Models

You should understand the behavioral foundation of various ecommerce business models, including Internet retail, subscription commerce, curated commerce, etc.

Online Marketing Optimization

You should understand how search engines work and how this knowledge could be used to recommend how a site can improve its organic search rankings. You should also understand how to improve conversion rates of individual marketing campaigns, and how to efficiently utilize email marketing.



Marketing Tools and Social Media

You should be aware of the standard portfolio of digital marketing tools, how to utilize them, and how to evaluate their effectiveness.

Assessment (MKTG 770):

- Attendance and Participation: 30%
- Conceptual Assignment (A1): 20%
- Analytical Assignment (A2): 20%
- Final Project (A3): 30%

Assessment (MKTG 270):

- Attendance and Participation: 10%
- Conceptual Assignment (A1): 20%
- Analytical Assignment (A2): 20%
- Final Project (A3): 20%
- Final Exam: 30%

Students must be enrolled by the 2nd class. Missing the first 3 lectures will result in an “incomplete” grade.

Assignments are in teams of 3 students. Assignments are due before class on the due date.

Device Policy

Large screens permitted for class related activity only. No phones in class please.



Detailed Schedule

Session	Day	Date	Topic
1	Thursday	January 17	Introduction and Motivation
2	Tuesday	January 22	Digital Marketing Assets
3	Thursday	January 24	“Frictionless Commerce” and the Internet Law of Gravity
4	Tuesday	January 29	The Long Tail
5	Thursday	January 31	Networks and Neighborhoods
6	Tuesday	February 5	Guest Speaker: Adam Singolda (Taboola)
7	Thursday	February 7	Online and Offline Influence
8	Tuesday	February 12	Case: Webvan
9	Thursday	February 14	Network Effects, Two-sided Markets and Freemium Products
10	Tuesday	February 19	Collaborative Consumption and the Sharing Economy
11	Thursday	February 21	Growing Two-Sided Markets
12	Tuesday	February 26	Guest Speaker: Katia Beauchamp (Birchbox)
13	Thursday	February 28	Curated and Subscription Commerce <i>Assignment 1 Due</i>
	Tuesday	March 5	NO CLASS - Spring Break
	Thursday	March 7	NO CLASS - Spring Break
14	Tuesday	March 12	New Media Models
15	Thursday	March 14	Digital Promotion Tools and Tactics
16	Tuesday	March 19	Online Advertising
17	Thursday	March 21	Guest Speaker: Philippe von-Borries (Refinery29)
18	Tuesday	March 26	Advertising Measurement and Optimization
19	Thursday	March 28	Guest Speaker: Jen Glantz (Bridesmaid for Hire)
20	Tuesday	April 2	A/B Testing
21	Thursday	April 4	Case: Rocket Fuel <i>Assignment 2 Due</i>
22	Tuesday	April 9	Case: United by Blue
23	Thursday	April 11	Mobile Marketing: Linking Time and Location
24	Tuesday	April 16	Social Media Marketing
25	Thursday	April 18	Case: Maersk Line
26	Tuesday	April 23	Guest Speaker: Jen Rubio (Away Travel) <i>Final Project Due</i>
27	Thursday	April 25	Project Presentations
28	Tuesday	April 30	Key Learning Points – Summary

About the Guest Speakers

The guests present material that complements our discussions. They have been chosen for their expertise in particular aspects of e-commerce and digital marketing, and for their demonstrated success as entrepreneurs or investors. All are engaging speakers who will add a good deal to our knowledge in this space.

- **Adam Singolda** is the founder and CEO at Taboola, the largest content discovery platform, serving over 450 billion recommendations of articles, blogs, videos, products and apps to over 1.4 billion unique users every month. Taboola serves personalized content recommendations, partnering with the world's top publishers, brands, and marketers to drive audience development, engagement, and monetization. Taboola also empowers editorial, product, and sales teams with solutions built around real-time page optimization, robust native advertising offerings, and more.
- **Katia Beauchamp** cofounded Birchbox in 2010, driven by a fascination with the business dynamics of the beauty industry and a mission to redefine the way people discovered and shopped for beauty online. Today she is more passionate than ever about building the beauty destination for the everyday woman who is not passionate about beauty. Birchbox, which is best known for its monthly subscription of personalized samples, has more than 2.5 million active customers, 500 beauty and grooming brand partners, operations in six countries, and stores in New York City and Paris. Katia holds an M.B.A. from Harvard Business School and a B.A. in International Studies & Economics from Vassar College. She has been honored with accolades including Advertising Age Women to Watch, CEW Achiever's Award, Fortune 40 Under 40, Inc. 30 Under 30, WWD Digital Innovator of the Year, and YMA Fashion's Entrepreneur of the Year, among others.
- **Philippe von Borries** is the co-founder and co-CEO of Refinery29, the leading digital media company for millennial-minded women with a loyal following of over 25 million. At Refinery29, Philippe leads the content, product and marketing teams, and drives the company's strategic vision including global expansion and video strategy. Philippe began his career at a digital media start-up focused on international affairs in Washington, D.C. and is a graduate of Columbia University with a BA in History. Philippe was awarded the Ernst & Young Entrepreneur of the Year Award in 2015. Refinery29 has also been included on the Inc 500 list of the fastest growing private companies in America for the past three years, Crain's Fast 50 list of the region's fastest-growing businesses for the past two years, and is the winner of three Webby Awards.
- **Jen Glantz** is the founder of the viral business, [Bridesmaid for Hire](#), the creator of the blog, [The Things I Learned From](#), the voice of the podcast, [You're Not Getting Any Younger](#), and the author of the Amazon-bestselling books, [All My Friends are Engaged, & Always a Bridesmaid for Hire](#), published by Simon and Schuster. She's told her stories on [hundreds of press outlets](#) around the world, such as *TODAY Show*, *Good Morning America*, *CNN*, *NPR*, and *Fox News*, where they called her job the "weirdest of all time". In 2016, she received the "[30 Under 30](#)" award from my alma mater, University of Central Florida.
- **Jen Rubio** is the co-founder and Chief Brand Officer of Away, a global lifestyle brand designing thoughtful objects to make traveling more seamless. Before starting Away, Jen built her career as a branding, creative, and social media expert, redefining how customers and brands connect. In 2015, Jen was named to the Forbes 30 Under 30 list for Marketing and Advertising. She lives and works in New York.

Case Studies

1. “Webvan: Groceries on the Internet” (HBS Case 500052-HCB-ENG, Revised March 25, 2003).
2. “Rocket Fuel: Measuring the effectiveness of online advertising” (Berkeley – Haas Case, 2016).
3. “United by Blue: Crowdfunding Design” (Wharton Case, 2016).
4. Maersk Line: B2B Social Media — “It’s Communication, Not Marketing” (Berkeley – Haas Case, 2014).

Academic Readings

Academic readings will be provided on Canvas for each lecture. Please view the relevant module for the most up to date required reading.

