

**MKTG 227-727 (Fall 2019): Digital Marketing, Social Media, and e-Commerce
Wharton | Philadelphia**

(Syllabus Changes May Occur)

For 227 (UG)

Time Tuesday 3-6
Room JMHH 340
Dates Tuesday, 8/27 (Session 1) through Tuesday, 10/15 (Session 8)

For 727 (MBA)

Time Wednesday 3-6
Room JMHH G65
Dates Wednesday, 8/28 (Session 1) through Wednesday, 10/16 (Session 8)

Instructor: Dan Goldstein www.dangoldstein.com
Contact: dggoldst@wharton.upenn.edu
Office Hours: By appointment JMHH 752
TAs: Blake Morell (Tue) bmorell@wharton.upenn.edu
Jessica Chang (Wed) jesschn@wharton.upenn.edu
Prerequisites: MKTG 101 (Undergrad); MKTG 611 or 612 (MBA)
Course site: Canvas

DESCRIPTION

The effect of the Internet and related technologies on business and social institutions is profound. Marketing is critical to the success of firms that are fueled by these technologies. This course provides a research-based approach to succeeding in this environment, through a rigorous approach to understanding digital marketing and electronic commerce. The course utilizes relevant theory, empirical analysis, and practical examples, to develop the key learning points.

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.

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.

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

- The economics of digital environments, including freemium and two-sided markets
- Fall 2019 MKTG 227-727: Digital Marketing, Social Media, and e-Commerce

- The effectiveness of targeting and marketing with social network data
- How to use the standard portfolio digital marketing tools, including search advertising, display advertising, social media marketing, influencer marketing
- Testing, measuring and optimizing advertising effectiveness
- How not to be fooled by unrealistic promises of marketing effectiveness

ENROLLMENT

Students must be enrolled by the first session. First day of class attendance is mandatory.

ASSESSMENT

- Attendance and Participation 20%
- Assignment 1 25%
- Assignment 2 25%
- Test 30%

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

The test will be multiple choice.

DEVICE POLICY

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

SCHEDULE

Session	Date for 227 (727)	Topic	Notes
1	Aug 27 (28)	Introduction Social network targeting	
2	Sep 3 (4)	Network effects and freemium products Two sided markets Virality Part 1	
3	Sep 10 (11)	Top-K targeting Exercise Virality Part 2 Virality exercise Online advertising landscape	
4	Sep 17 (18)	Rocketfuel case Online advertising frameworks Display advertising	Assignment 1 due 10am on 9/17
5	Sep 24 (25)	Long Tail Search advertising	

6	Oct 1 (2)	Social Media Marketing Influencer marketing Maersk case Review	
7	Oct 8 (9)	No class due to break / holidays / anticipated low turnout. Opportunity to study 😊	Assignment 2 due 10am on 10/8
8	Oct 15 (16)	Test	Test in class

INSTRUCTOR

Dan Goldstein is Senior Principal Researcher and the local leader of Microsoft Research in New York City in addition to being a Distinguished Scholar and Adjunct Professor at Wharton. He was previously a marketing professor at London Business School and taught or researched at Yahoo Research, Columbia, Stanford, Harvard, and Germany's Max Planck Institute. Prior to academia, he worked as a marketing director in a startup that was acquired by Oracle. Several of his scholarly articles on internet marketing have been taught in past versions of this course at Wharton. Dan has degrees in Computer Science and Cognitive Psychology and received his PhD from the University of Chicago.

Cases

- "Rocket Fuel: Measuring the effectiveness of online advertising" (Berkeley – Haas Case, 2016)
- Maersk Line: B2B Social Media — "It's Communication, Not Marketing" (Berkeley – Haas Case, 2014).

Academic articles on digital marketing by Professor Goldstein (Optional, no assignment)

- Goel, S., & Goldstein, D. G. (2013). Predicting individual behavior with social networks. *Marketing Science*, 33(1), 82-93.
- Goel, S., Watts, D. J. & Goldstein, D. G. (2012). The structure of online diffusion networks. *Proceedings of the 13th ACM Conference on Electronic Commerce (EC'12)*, 622-638.
- Goldstein, D. G., McAfee, R. P., & Suri, S. (2015). Improving the effectiveness of time-based display advertising. *ACM Transactions on Economics and Computation*, 3(2), 7.
- Goldstein, D. G., Suri, S., McAfee, R. P., Ekstrand-Abueg, M., & Diaz, F. (2014). The economic and cognitive costs of annoying display advertisements. *Journal of Marketing Research*, 51(6), 742-752.

- Goldstein, Daniel G., R. Preston McAfee, & Siddharth Suri. (2011). The effects of exposure time on memory of display advertisements. *Proceedings of the 12th ACM Conference on Electronic Commerce (EC'11)*, 49-58.
- Goldstein, Daniel G., and Dominique C. Goldstein (2006). Profiting from the long tail. *Harvard Business Review*, 84(6), 24-28.

Virtual guest speakers (Available via Canvas for optional viewing only, no assignment)

- **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 a graduate of the Wharton School (WG '09) and partner at [Forerunner Ventures](#) and spoke to our class in San Francisco on 11/02/2016.
- **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](#).
- **Rob Coneybeer.** Rob is a Wharton graduate and partner at [Shasta Ventures](#) where he focuses on mobile and connected hardware.
- **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.
- **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.