

MKTG 227

Digital Marketing

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Description

Digital marketing plays a key role in shaping the modern economy, fueling modern business and enabling new forms of social communication. The course provides an applied and hands-on approach to understanding digital marketing technologies and how to use them to promote products, increase awareness, attract customers and grow businesses.

There are two target audiences for the course: (i) Entrepreneurs, Product Managers and Product Marketing Managers, who need to design digital marketing strategies and execute them; (ii) Consultants, Managers, Investors, Data Scientists and Analysts, who will interact with digital marketers, make strategic recommendations and provide guidance.

Part I presents the foundations for understanding the unique benefits of using digital marketing vs. traditional marketing strategies, and how they affect business operations. Part II focuses on specific digital marketing techniques, their application and optimization. Throughout the course, an applied project will provide hands-on experience that uses diverse marketing techniques and technologies.

Objective

The main goal of the course is to help participants become proficient in digital marketing jargon and in developing digital marketing strategies, analyzing them and guiding them. An ancillary goal is to gain practical experience in fielding digital marketing campaigns.

"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

- MKTG 101
- Using a spreadsheet
- Basic stats (linear regression)

Goals

Upon completion of the course, participants will have a solid foundation to design digital marketing campaigns. Participants will gain experience with common technologies that can be useful in their businesses or future careers. The focus of the course is on providing a rigorous background for analysis and decision making.

Specific Learning Outcomes

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

Digital Business Models

Understand the economics of digital environments, including freemium models and building two-sided markets. Become proficient in performing unit economics analysis and market sizing.

Digital Marketing Strategy

Have experience with designing a digital marketing strategy that uses micro-targeting and reaches target audiences through multiple marketing channels and technologies. Have a good understanding of the standard portfolio of digital marketing tools (SEO, SEM, Display, Email, Social etc.) and how to utilize them.



Digital Optimization

Know how to evaluate and improve the effectiveness of marketing campaigns utilizing different digital marketing techniques.



Online Learning Structure

The nice thing about digital marketing is that the course is all digital. It is perfect for being fully online and the experience will not only be unique, but also useful and refreshing.

To facilitate learning, the course will use a “blended” structure, consisting of:

- First lecture (Tuesday, March 24) – The first lecture of the course will be live on Bluejeans.
- Pre-lecture learning materials – each session will have a Canvas module with reading materials. You are asked to read the materials before watching the lecture video.
- Pre-recorded video lectures – Each module will contain a recording of a session from MKTG 727 (MBA) from Q3 2020. The video will be accompanied by a viewing guide with instructions, discussion questions and exercises. After reading the materials and watching the video lecture, I am asking you to answer a short quiz on Canvas which is due weekly.
- Online (live) Q&A and Summary sessions of each lecture – We will use Bluejeans to hold live “office hours” during the scheduled class hours: Tuesday and Thursday, 10:30am and 1:30pm ET. The sessions will be recorded and attendance is not required, but is encouraged. During the sessions I will summarize the lecture, emphasize important takeaways and answer any questions there might be. If you choose to attend a live session, you can attend any session that fits your schedule.
- Team based assignments – The course has 3 team assignments. Your team members are your BFFs for this course. You are encouraged to consult with them, ask them for help and help them even when not working on the team assignments.
- Virtual Participation – The Canvas site will have a discussion board where you are encouraged to share additional materials, engage in discussions about course materials and ask questions about assignments. Being active on this board will consist of your participation grade in the class. Your grade will increase the more helpful you are to others, and the more interesting content you will contribute.

Detailed Class Schedule

Session	Day	Date	Topic
1	Tuesday	March 24	Introduction and Motivation
2	Thursday	March 26	Digital Marketing Assets and Framework
3	Tuesday	March 31	The Long Tail and Micro-Targeting
4	Thursday	April 2	Case: Webvan – Market Sizing and Unit Economics
5	Tuesday	April 7	Network Effects Pricing & Two-sided Markets
6	Thursday	April 9	Online Advertising: Search
7	Tuesday	April 14	Online Advertising: Display + Social
8	Thursday	April 16	Advertising Measurement and Optimization
9	Tuesday	April 21	A/B Testing
10	Thursday	April 23	Case: Rocket Fuel (Advertising Analytics)
11	Tuesday	April 28	Course Summary

