

# MKTG 727

## Digital Marketing

Instructor: Ron Berman  
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Office Hours: R 3:30pm – 4:30pm JMHH 746  
TA (9am): Jessie Liu  
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TA (10:30am): Kaila Squires  
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TA (1:30pm): Zijun Tian  
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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 611
- **MKTG 612/613 are not required**

## 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

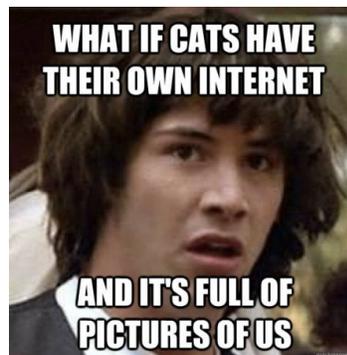
Taking the course will improve your familiarity with the following subjects:

### 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.

## Assessment:

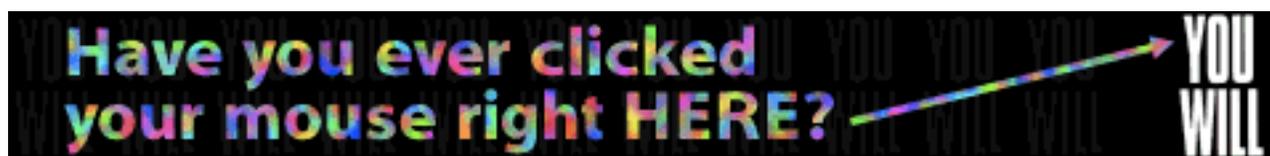
- Attendance and Participation: 30%
- Project Plan (A1): 20%
- Analytical Assignment (A2): 20%
- Final Project Report (A3): 30%

Students must be enrolled by the 2<sup>nd</sup> class. Missing both first 2 lectures will result in an “incomplete” grade.

Assignments are in teams of 4 students. Assignments are due by 9am on the due date.

## Device Policy

Laptops permitted for class related activity only. No phones in class please.



## Detailed Schedule

Session	Day	Date	Topic
1	Thursday	January 16	Introduction and Motivation
2	Tuesday	January 21	Digital Marketing Assets and Framework
3	Thursday	January 23	The Long Tail and Micro-Targeting
4	Tuesday	January 28	Case: Webvan – Marketing Sizing and Unit Economics
5	Thursday	January 30	Guest Speaker: Jen Glantz (Bridesmaid for Hire) <i>Assignment 1 Due</i>
6	Tuesday	February 4	Network Effects Pricing & Two-sided Markets
7	Thursday	February 6	Online Advertising: Search
8	Tuesday	February 11	Online Advertising: Display + Social
9	Thursday	February 13	Advertising Measurement and Optimization
10	Tuesday	February 18	A/B Testing
11	Thursday	February 20	Case: Rocket Fuel– Analysis of a Display Advertising Test <i>Assignment 2 Due</i>
12	Tuesday	February 25	Case: RugsUSA – Making Decisions After a Test
13	Thursday	February 27	Guest Speaker: Ana Guimaraes (Estée Lauder)
14	Tuesday	March 3	Key Learning Points – Summary
15	Thursday	March 5	No Class <i>Final Project Due</i>

## 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.

- **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.

## 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. "RugsUSA: Is free shipping worth it?" (Wharton Case, 2019).

## 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.

