

MKTG 727

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 developing a successful digital marketing strategy, and understanding the unique benefits of using digital marketing vs. traditional marketing strategies. 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

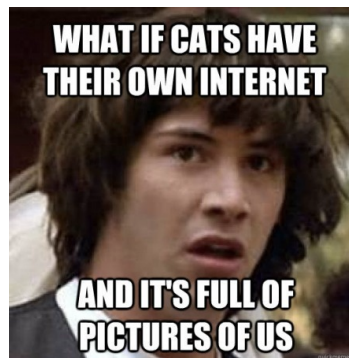
Taking the course will improve your familiarity with the following subjects:

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 & Contribution: 30%
- Project Plan (A1): 20%
- Analytical Assignment (A2): 20%
- Final Project Report (A3): 30%

Students must be enrolled by the 2nd class. Missing both first 2 lectures will result in an "incomplete" grade.

Assignments are in teams of 3 or 4 students. Assignments are due by 9am on the due date.

Course Contribution

Grades will be based on preparation and contribution to class and case discussions, as well as online contribution of relevant course content.



Detailed Schedule (MKTG 727-001 Q3 2021)

Session	Day	Date	Topic
1	Thursday	January 21	Introduction and Motivation
2	Tuesday	January 26	Digital Marketing Assets and Framework
3	Thursday	January 28	The Long Tail and Micro-Targeting
4	Tuesday	February 2	Case: Artea: Designing Targeting Strategies
5	Thursday	February 4	Guest Speaker: Adam Singolda, Taboola <i>Assignment 1 Due</i>
6	Tuesday	February 9	Network Effects Pricing & Two-sided Markets
7	Thursday	February 11	Online Advertising: Search
8	Tuesday	February 16	Online Advertising: Display + Social
9	Thursday	February 18	Advertising Measurement and Optimization
10	Tuesday	February 23	A/B Testing
11	Thursday	February 25	Case: Rocket Fuel: Measuring the Effectiveness of Online Advertising <i>Assignment 2 Due</i>
12	Tuesday	March 2	Case: Free Returns at RugsPlanet.com
13	Thursday	March 4	Guest Speaker: Wil Reynolds, Seer Interactive
14	Tuesday	March 9	Key Learning Points – Summary <i>Final Project Due</i>

Detailed Schedule (MKTG 727-002 Q4 2021)

Session	Day	Date	Topic
1	Tuesday	March 16	Introduction and Motivation
2	Thursday	March 18	Digital Marketing Assets and Framework
3	Tuesday	March 23	The Long Tail and Micro-Targeting
4	Thursday	March 25	Case: Artea: Designing Targeting Strategies
5	Tuesday	March 30	NO CLASS <i>Assignment 1 Due</i>
6	Thursday	April 1	Network Effects Pricing & Two-sided Markets
7	Tuesday	April 6	Online Advertising: Search
8	Thursday	April 8	Online Advertising: Display + Social
9	Tuesday	April 13	Advertising Measurement and Optimization
10	Thursday	April 15	Guest Speaker: To Be Announced
11	Tuesday	April 20	A/B Testing
12	Thursday	April 22	Case: Rocket Fuel: Measuring the Effectiveness of Online Advertising <i>Assignment 2 Due</i>
13	Tuesday	April 27	Case: Free Returns at RugsPlanet.com
14	Thursday	April 29	Key Learning Points – Summary <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.

Adam Singolda is the founder and CEO at Taboola, the world's largest 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.

Wil Reynolds is the Founder and Director of Digital Strategy at Seer Interactive. Wil likes helping people and businesses grow. A former teacher with a knack for advising, he's been helping Fortune 500 companies develop SEO strategies since 1999. As the industry evolved, so has Wil's approach to client work. In recent years, Wil has been leading the charge to leverage "Big Data" to break down silos between SEO, PPC, and traditional marketing -- pulling together data from various sources to see the big picture. Wil's data-driven approach to consulting helps clients and teams make better, more strategic, cross-channel decisions and hit the ground running with actionable insights to start generating results and revenue.

Blake Morell (WG'20) is a Vice President at H.I.G. Capital, focusing on investing in small and mid-sized companies with an operationally focused/ value-added approach. Prior to Wharton, Blake held positions as a private equity Associate at Comvest Partners and an investment banking analyst in Piper Jaffray's consumer group. His digital marketing experience includes work with DiscountMugs.com, DigitalRoom.com, RugsUSA.com, as well as reviewing many potential eCom investments.

Case Studies

1. "Artea: Designing Targeting Strategies" (HBS Case 521021-PDF-ENG, Revised Dec 1, 2020).
2. "Rocket Fuel: Measuring the effectiveness of online advertising" (Berkeley – Haas Case B5894-PDF-ENG, Jul 1, 2017).
3. "The Debate Over Free Returns at RugsPlanet.com" (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.

