MKTG 770 / 270

Digital Marketing

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Office Hours: Thu 12pm – 1:30pm

TA: TBA
email:
Office Hours:

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) Future Entrepreneurs, Product Managers, Product Marketing Managers, and Digital Media and Marketing Professionals who need to design digital marketing strategies and execute them; (ii) Future Consultants, Managers, Investors, Data Scientists and Analysts, who will interact with digital marketers, make strategic recommendations, and provide guidance.

The syllabus provides information for both the MBA (MKTG 770) and the undergraduate (MKTG 270) versions of the course.

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.

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.

> *"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 770 (MBA)

- MKTG 611
- **MKTG 612/613 are not required**

MKTG 270 (UG)

- MKTG 101
- **Using a Spreadsheet**
- **Basic stats (regression analysis)**

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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.
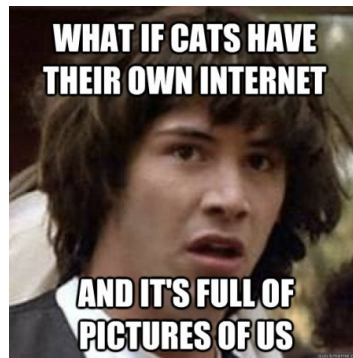
Digital Optimization

Know how to evaluate and improve the effectiveness of marketing campaigns utilizing different digital marketing techniques, such as A/B Testing and Multi-touch attribution.

Assessment:

MKTG 770 (MBA)

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

MKTG 270 (MBA)

- Attendance & Contribution: 10%
- Project Plan (A1):   20%
- Analytical Assignment (A2):   20%
- Final Project Report (A3):   30%
- Final Exam: 20%

Assignments are in teams of 3 or 4 students.

Course Contribution

Grades will be based on preparation and contribution to class and case discussions, as well as online completion of online discussion tasks.

Detailed Class Schedule (MKTG 770 / 270)

The schedule contains details for both MKTG 770 and MKTG 270. When a session says **MKTG 270**, the MBA class (MKTG 770) **does not** meet.

Session	Day	Date	Topic
	Thursday	January 13	**(MKTG 270)** Data Analysis Refresher
1	Tuesday	January 18	Introduction and Motivation
2	Thursday	January 20	Digital Marketing Assets and Framework
3	Tuesday	January 25	The Long Tail and Targeting
4	Thursday	January 27	Case: Artea: Designing Targeting Strategies
5	Tuesday	February 1	Micro-Targeting & Consumer Privacy
6	Thursday	February 3	Guest Speaker: Sarah Toms, Wharton Interactive *Assignment 1 Due*
7	Tuesday	February 8	Network Effects Pricing & Two-sided Markets
8	Thursday	February 10	Consumer Search and SEO
9	Tuesday	February 15	Search Engine Advertising
10	Thursday	February 17	Display Advertising
11	Tuesday	February 22	Social Media Marketing
12	Thursday	February 24	Guest Speaker: Joe Ammon, Clove
	Tuesday	March 1	**(MKTG 270)** Work on Social Media Project
	Thursday	March 3	**(MKTG 270)** Work on Social Media Project
	Tuesday	March 8	**No Class** - Spring Break
	Thursday	March 10	**No Class** - Spring Break
13	Tuesday	March 15	New Media Models
14	Thursday	March 17	Fake News
15	Tuesday	March 22	Guest Speaker: TBA
16	Thursday	March 24	Advertising Measurement and Optimization
17	Tuesday	March 29	Multi-touch Attribution & Marketing Mix Models
18	Thursday	March 31	A/B Testing
19	Tuesday	April 5	Case: Rocket Fuel: Measuring the Effectiveness of Online Advertising *Assignment 2 Due*
20	Thursday	April 7	Case: Email Experiments at the National Association of Business Economics
21	Tuesday	April 12	Case: Free Returns at RugsPlanet.com
22	Thursday	April 14	Final Project Presentations
23	Tuesday	April 19	Final Project Presentations
24	Thursday	April 21	Key Learning Points – Summary *Final Project Due*
	Tuesday	April 26	**(MKTG 270)** Final Exam Review

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.

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. "Email Experiments at the National Association of Business Economics" (HBS Case)

4. "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.

Final Exam

The final exam is 1 hour long. It will be held on Canvas.

Details about the dates will be provided in class.