Spring 2024 (Syllabus Changes May Occur)

MKTG 7270

Digital Marketing, E-Commerce and Social Media

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Description

Digital marketing plays a key role in shaping the modern economy, fueling modern business, affecting public policy, and enabling new forms of social communication. The digital marketing 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 three target audiences for the course: (i) Entrepreneurs, Product Managers and Product Marketing Managers, who often 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; (iii) Students who are interested to understand how the online environment shapes and can be used to affect our daily lives and interactions.

Part I presents the foundations for developing a successful digital marketing strategy and for understanding the unique benefits of using digital marketing vs. traditional marketing strategies. Part II focuses on specific digital marketing techniques, their application, optimization and implications for our daily lives. 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 important goal is to provide practical experience in fielding digital marketing campaigns. Following the course students will be familiar with most digital marketing technologies and related analytics techniques.

> *"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"

Prerequisites

- MKTG 611
- Proficiency in Excel and with Linear Regressions
- **MKTG 612/613 are <u>not</u> 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
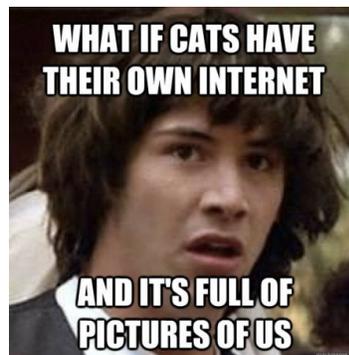
standard portfolio of digital marketing tools (SEO, SEM, Display, Email, Social etc.) and how to utilize them.

Digital Optimization

Know how to evaluate and improve the effectiveness of marketing campaigns utilizing different digital marketing techniques, including A/B testing, advertising attribution, and marketing mix models.

Assessment:

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

Assignments are in teams of 3 or 4 students.

Course Contribution

Grades will be based on preparation and contribution to class and case discussions.

Detailed Schedule

Session	Day	Date	Topic
1	Tuesday	January 16	NO IN PERSON CLASS: Data Analysis Refresher on Canvas
2	Thursday	January 18	Introduction and Motivation
3	Tuesday	January 23	Digital Marketing Assets and Frameworks
4	Thursday	January 25	The Long Tail and Targeting
5	Tuesday	January 30	Case: Artea: Designing Targeting Strategies
6	Thursday	February 1	Search Engine Advertising Assignment 1 Due
7	Tuesday	February 6	Display Advertising
8	Thursday	February 8	Advertising Measurement and Optimization
9	Tuesday	February 13	A/B Testing
10	Thursday	February 15	Assignment 2 Due Case: Rocket Fuel: Measuring the Effectiveness of Online Advertising
11	Tuesday	February 20	Case: The Debate Over Free Returns at RugsPlanet.com
12	Thursday	February 22	Key Learning Points – Summary
	Monday	February 26	NO CLASS Assignment 3 Due

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.