Digital Marketing: Strategy and Tactics

COURSE DESCRIPTION

Digital Marketing: Strategy and Tactics combines a high level strategic view of digital marketing and its challenges and opportunities, with a tactical approach using exercises and projects to learn and use the tools and techniques of digital marketers. From the web to mobile, email to apps, social media and user generated content, the course will develop a strategic framework for planning and analyzing digital marketing strategies. Students will leave the course with a working knowledge of the tools and processes for creating, managing, and executing digital marketing plans.

The course will cover the range of digital advertising and marketing channels as well as touch upon new and emerging channels and developments. Discussion will focus on strategies and metrics for success, measurement and optimization techniques, and planning and goal setting. Using a variety of practical tools and techniques in practical exercises and projects, students will gain an understanding of using digital channels to achieve their marketing goals.

Student teams will gain practical experience in usage of channels such as
- Search – SEO and PPC - Optimization and Marketing
- Display – Banners, Video and Beyond – Advanced topics
- Email – Design and Deployment
- Social – Networks, Media, and Content - Inbound Marketing
- Mobile and Emerging – Mobile Web, Apps and Ecosystems, Gaming, and beyond

Any traditional business now sees the Internet as a vital part of a multi-channel approach to marketing to new customers and servicing the old. This course will explore the Internet as a source of product information, public relations, marketing and advertising medium, a customer relationship management tool, and a customer service channel. Internet marketing and issues such as:
- Social Media, Behavioral Targeting, and Privacy
- Tracking and accountability, (incl. click fraud, etc.)
- Channels of online marketing, from search, to email, to banner ads, to blogs, etc.
- Self-service and community based support, incl. open source and user generated content

Speakers and real-life group project companies will provide hands-on experience and real life feedback from practitioners. Past speakers have included founders and senior executives of Foursquare, Thrillist Media Group, Yodle, AppNexus, Hubspot, and Squarespace, and project companies have included NBC Universal, LVMH, and other large and small digital companies and agencies.

Students will have exercises and homework related to using the tools of digital marketing, from planning tools, to user generated content, to metrics and measurement. Grading is based on the following:

- Take Home Final Exam (50%)
- Group Project (30%)
- Homework (Blogging and tools) (10%), and
- Class participation (10%).
**COURSE READINGS**

**Recommended Sites for Current Issues:**
- Wired.com, Adage.com, other traditional media
- Pandodaily.com, TechCrunch.com, Mashable.com, AlleyInsider.com, other industry blogs
- eMarketer, HubSpot, eConsultancy, other industry resources
- Google, Twitter, and other platforms for alerts

**Recommended Texts:**
- Chris Anderson, “The Long Tail”
- David Kirkpatrick, “The Facebook Effect”

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**COURSE SYLLABUS**
*(this weekly breakdown is subject to changes)*

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<tr>
<th>Week</th>
<th>Session Topics</th>
<th>Speakers and Examples</th>
<th>Exercises and Assignments</th>
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<td></td>
<td><strong>Introduction to Digital Marketing:</strong></td>
<td>Strategies and Channels of the web, mobile, and beyond</td>
<td>Course requirements; form groups</td>
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<tr>
<td></td>
<td><strong>Search:</strong> History and Functionality</td>
<td>Google, Bing, Baidu, Blekko</td>
<td>Using keyword tools; Writing for the web</td>
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<td></td>
<td><strong>Search Engine Optimization (SEO)</strong></td>
<td>Bing Adwords, Bing Adcenter, Google Adwords</td>
<td>Using Google Adwords</td>
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<td><strong>Display:</strong> The Advertising Ecosystem; Banners and Media Buying</td>
<td>Google, DFP, AppNexus RTB</td>
<td>Using Audience and Media Buying tools</td>
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<td></td>
<td><strong>Display:</strong> Video and Rich Media; Targeting and Optimization</td>
<td>Youtube, Hulu, TubeMogul</td>
<td>Moat tool</td>
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<td><strong>Email:</strong> Email Marketing Email as a sales channel (Daily Deals)</td>
<td>Constant Contact, Mailchimp</td>
<td>Using Email Service Providers</td>
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<td><strong>Social Media:</strong> Introduction to Social Media</td>
<td>Facebook, LinkedIn, Twitter, Blogs, Slideshare, etc.; Instagram, Pinterest, Vine</td>
<td>Using UGC &amp; Social discovery tools, The Facebook Ad Challenge!</td>
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<td><strong>Social Media:</strong> Online PR Community and Link Building Strategies</td>
<td>BP, Dell, Old Spice, Pepsi, GetSatisfaction, Dell Ideastorm</td>
<td>Using Social Media Monitoring tools, FollowerWonk, etc.</td>
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<td><strong>E-Commerce and Shopping/PLAs</strong></td>
<td>Google Shopping, Amazon PLAs, Belly</td>
<td>Google Analytics and Goals; A/B tester</td>
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<td><strong>Mobile and Location Based Services:</strong></td>
<td>iOS vs. Android, Apps vs. Mobile Web</td>
<td>MobileTest.me</td>
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<td><strong>Online Business Models:</strong> Media, Services, and E-Commerce; SaaS</td>
<td>Amazon, eBay, Bricks and Clicks Media</td>
<td>Economics of various business models; SaaS tools</td>
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<td><strong>Emerging Technologies:</strong> New Platforms and UI/Interfaces</td>
<td>Gaming platforms and Kinect, Augmented Reality, Virtual Reality, Google Glass</td>
<td>A/R Browsers</td>
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*Team Projects are due in class at the beginning of Lecture 11*

*Individual Final Exams are due in class at the beginning of Lecture 12.*