Digital Marketing: Strategy and Tactics
B8640-001, Summer 2017, EMBA
Professor Jeremy Kagan

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** – Mobile Web, Apps and Ecosystems, Location Based Services
- **E-commerce** - Site Analytics & Conversion Tracking, Branding & Packaging
- **Online Business Models** – Direct Sales, Disintermediation and Digital Distribution
- **Emerging** – Gaming, AR, VR 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.

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, Bonobos, 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”
- Brad Stone, “The Everything Store: Jeff Bezos and the Age of Amazon”

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**COURSE SYLLABUS**

*(this weekly breakdown is subject to changes)*

<table>
<thead>
<tr>
<th>Week</th>
<th>Session Topics</th>
<th>Examples</th>
<th>Exercises &amp; Assignments</th>
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| Session 1  
SAT 5-13 3:45 pm | **Introduction to Digital Marketing:** Strategies and Channels of the web, mobile, and beyond | Google, Bing, Baidu, Blekko | Course requirements; form groups |
| Session 2  
SAT 5-20 3:45 pm | **Search:** History and Functionality  
Search Engine Optimization (SEO) | Google Adwords Bing Adcenter | Blog Post #1  
Using keyword tools; Writing for the web |
| Session 3  
SAT 6-3 12:30 pm | **Search:** Search Engine Marketing (SEM); New and emerging challengers | Google Adwords Bing Adcenter | Blog Post #2  
Using Google Adwords |
| Session 4  
SAT 6-10 8:30 Am | **Email:** Email Marketing  
Email as a sales channel (Daily Deals) | Constant Contact; Mailchimp | Blog Post #3  
Using Email Service Providers |
| Session 5  
SAT 6-17 8:30 Am | **Display:** The Advertising Ecosystem; Banners and Media Buying | Google, DFP, AppNexus RTB | Blog Post #4  
Using Audience and Media Buying tools |
| Session 6  
SAT 6-24 3:45 pm | **Display:** Video and Rich Media; Targeting and Optimization | Youtube, Hulu TubeMogul | Blog Post #5  
Moat tool |
| Session 7  
SAT 7-8 12:30 pm | **Social Media Intro:** Introduction to Social Media  
Social Media platforms and APIs  
Media and Messaging types | Facebook, LinkedIn, Twitter, Blogs Slideshow, etc.; Instagram, Pinterest, Snapchat | Blog Post #6  
Using UGC & Social discovery tools  
The Facebook Ad Challenge! |
| Session 8  
SAT 7-15 12:30 pm | **Social Content Marketing:** Content strategies  
Online PR, Community and Link Building Strategies  
Customer Input & Support | BP, Dell, Old Spice Dell Ideastorm | Blog Post #7  
Using Social Media Monitoring tools; SocialMention FollowerWonk, etc. |
| Session 9  
SAT 7-22 8:30 am | **Mobile and Location Based Services:** Mobile Marketing, Apps & Ecosystems, the Check-in & Local | iOS vs. Android Apps vs. Mobile Web | Blog Post #8  
MobileTest.me Google tester |
| Session 10  
SAT 7-29 8:30 am | **E-Commerce and Shopping:** Site Analytics & Conversion Tracking  
User Journeys and Personas, Landing Pages; Loyalty and Offers; Branding and Packaging | Google Shopping, Amazon PLAs; Facebook | Blog Post #9  
Read The Everything Store Google Analytics and Goals; A/B tester |

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*Team Projects are due in class at the beginning of Lecture 10.*
<table>
<thead>
<tr>
<th>Session 11</th>
<th>Online Business Models &amp; Strategies: Media, Services, and E-Commerce; SaaS and Freemium</th>
<th>Amazon, eBay, Bricks and Clicks Media</th>
<th>Blog Post #10 Economics of various business models; SaaS tools</th>
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<tbody>
<tr>
<td>SAT 8-5 3:45 pm</td>
<td>Individual Final Exams are due in class at the beginning of Lecture 12.</td>
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<td>SAT 8-12 12:30 pm</td>
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