B8679: Digital Marketing

Term: 2024 Summer Block
Dates and Times: Sunday, July 7 to Thursday, July 11, 9:00 am to 5:00 pm
Classroom: TBD

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Professor of Marketing
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Instructor office hours: By appointment

TA: TBD
TA office hours: 6:30 pm to 7:30 pm ET on S, M, Tu, W in [Room TBD]

Course Description

Digital marketing has become an essential component of any firm's marketing strategy, but managers are still grappling with this medium which is continuously evolving as well. In this course, we will develop a systematic understanding of digital marketing by learning concepts and tools whose applicability will endure even as specific technologies and implementation procedures change. We will conduct an in-depth study of display advertising, search advertising and social media marketing, at both the tactical and strategic levels. We will invest a significant amount of time on outcome and effectiveness measurement methods and campaign evaluation metrics. Towards the end of the course, we will discuss a host of varied topics such as mobile marketing, media planning, privacy issues and digital ad fraud.

The course will be primarily lecture and discussion based, with cases and real-world situations used to anchor class discussions. Throughout the course, we will invoke academic papers that develop relevant theories and subject them to rigorous scientific tests. Group assignments will reinforce, and extend, concepts learnt in class. Finally, students will conduct (in groups) company analyses for digital marketing companies. We will also hear from a number of industry speakers.

By the end of the course, students will gain a solid understanding of digital marketing topics, and the knowledge to navigate (and "cut through the hyperbole" in) this yet-evolving industry. They will also learn to qualitatively and quantitatively evaluate marketing impact. Many of the learnings will be applicable beyond digital marketing.

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Keep Out the Cold With These Handy Heating Tips Age UK

Bitcoin might just be on the verge of a quiet comeback. (Your capital... eToro

Find Out How Lenders Calculate Your Credit Score Experian

Overview

Day	Topic(s)	Required Readings	Due that day (EST)
Day 1 7/7 (S)	**Introduction:** Key ideas; Setting up simple campaigns **Display Advertising:** Industry structure and economics; Measuring impact; Randomized experiments **Guest Speaker:** Damian Bazadona (Situation Interactive)	- The Growing Culture of Marketing Experimentation - Star Digital case	-- OS 1 (7:00 AM)
Day 2 7/8 (M)	**Search Advertising:** Sponsored search; Search engine optimization; Evaluation metrics **Guest Speaker:** Anne Hunter (IPSOS)	- Search Engine Optimization - General Data Protection Regulation (GDPR)	-- OS 2 (7:00 AM) -- Assignment 1 (11:30 PM)
Day 3 7/9 (Tu)	**Attribution** **Social Media Marketing:** User engagement on social networks; Social advertising **Guest Speakers:** Rachelle King (Google)	-- Attribution Modeling Overview -- Ford Fiesta case	-- OS 3 (7:00 AM)
Day 4 7/10 (W)	**Social Media Marketing:** Online word-of-mouth; Influencer marketing; Viral marketing **Mobile Marketing** **Guest Speaker:** **Company Analysis Presentations**	-- Basics of Influencers	-- Assignment 2 (11:30 PM)
Day 5 7/11 (Th)	**Advertising Budget Allocation:** Marginal returns within media; Interactions across media **Guest Speaker:** Adam Rivietz (#paid) **Company Analysis Presentations** **Wind Up**		-- OS 4 (7:00 AM) -- Final Company Analysis Reports (6:00 PM)

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Evaluation

1. Class participation and preparedness—individual
   a. Attendance—5%
   b. In-class work and discussion—15%
   c. Pre-class surveys—10%

2. Two group assignments—group* (25% each = 50%)

3. Company analysis project—group** (20%)

* Group assignment teams should ideally have <u>three</u> members; two and four member teams will be allowed. It is preferred but not required that team composition be the same for both assignments.

** Two group assignment teams can join for one company analysis, therefore, company analysis teams should ideally have <u>six</u> members.

Class Participation and Preparedness—Individual

Several criteria are considered when evaluating your class participation. This includes the quality and the quantity of the class participation. High quality class participation includes comments that add to our understanding of a situation. High quality class participation can be supported with qualitative and/or quantitative analysis. Your comments should take into account the comments and analyses of your classmates. Participation should move our discussion forward. Finally, you need to be present in class in order to receive a strong class participation score. Attendance is mandatory in every session.

There will be a number of pre-class questions you are asked to answer via <u>online surveys</u>. These have to be completed individually and submitted <u>before 7:00 AM of the day of class</u>. Many of the pre-class questions do not have a unique answer as they depend on how one interprets and uses the data and other information. My expectation is that you would respond thoughtfully to the questions, giving reasonable justification for your answers. You will get full points for a good attempt.

Home Work Assignments—Group

There will be two home work assignments. The first will be on Measuring Advertising Effectiveness Using Field Experiments and the second will be on Advertising Attribution in a Multichannel Scenario. More details will be provided in the assignments.

Company Analysis Project—Group

Each group has to pick a company related to digital marketing that is a leader in its "category" and conduct a thorough analysis of this company and its relevant landscape. Digital marketing is a high-innovation field with many exciting companies being created regularly that provide novel solutions to advertisers, publishers and developers. Through this project, the class will collaboratively create and share a comprehensive collection of innovative and cutting-edge solutions provided by companies for different aspects of digital marketing.

As an example, a group could choose the company Brandwatch, which is in the "social media listening and analytics" category. The company analysis may address the following points:
- What is Brandwatch's offering and what important problem does it solve for its clients?
- How would you define Brandwatch's broader solution or technology category? How recent is the category and what is its history? How big is this category? What is Brandwatch's operational footprint? Who are its competitors?
- What is unique to Brandwatch's offering that differentiates it from other similar offerings? Was this always Brandwatch's offering and what is the company's history?
- What important relevant problems does Brandwatch leave unsolved?
- What is the expected future of this company and the category?

While choosing the project, you should consider both the company as well as the category it operates in. Below are some examples of leading companies in their respective industries that you may choose from. Two groups cannot choose the same company although different companies in the same industry is OK.

Company	Solution or Technology Category
BrandHeroes	Influencer marketing
Adroll	Retargeting
Outbrain	Native advertising
mParticle	Customer Data Platform
Wirewheel	Data privacy management platform
WhiteOps/Human	Ad fraud
Kargo	Mobile ad serving
OneTrust	Consent management platform
SEOImage	Search engine optimization
Optimizely	A/B testing
Hootsuite	Social media management
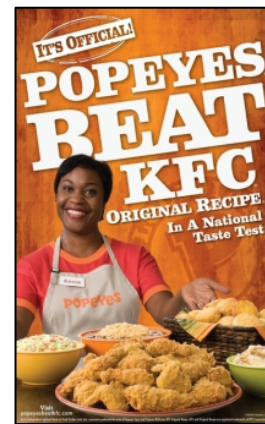
Once you have an idea of the company that you would like to analyze, discuss with the professor (over email or, preferably, in person) for approval and possible adjustment/advice. This should be done before the start of the third day of the course.

Each group will make 15-minute company analysis presentations starting on Friday and Saturday.

The final deliverables for the project, due on Thursday, July 11 at 6:00 PM, are the following:
1. A set of 7-10 slides addressing the above points. This can simply be your presentation slides. This will account for 18% of the course grade.
2. ONE slide highlighting the main points of your company analysis. This will be shared with all the students in the class. Submitting this will give you 2% of the course grade.

Honor Code
You are expected to conform to the norms of behavior outlined in the Columbia
Business School Integrity Code (printed at the beginning of the reading packet).
Use of case or lecture notes from previous sections of the course is not allowed.
Any allegation of academic dishonesty will be forwarded to the dean's office for
investigation. Any case of proven academic dishonesty will result in failure in the course.
Simple things such as arriving on time to class, turning cell phones off during class time
and not being tempted by the many distractions that the Internet offers can make the
experience more enjoyable and rewarding to all.