University of Florida
MAR6722: Web-based Marketing
Fall 2017 (Mod 1)

Instructor: Woochoel Shin (wshin@ufl.edu; 352-273-3279)
Office Hours: Any time by Appointment / Stuzin 255C
Class Meetings: **Section 08HD:** MW 3-4 (9:35am – 11:30am) / Hough 140
Section 08HE: MW 5-6 (11:45am – 1:40pm) / Hough 140

Course Description:

In today's world, one cannot imagine running a business without going online. Consumers spend significant portion of their time online and when buying a product, either collect information from the web or actually make a purchase on the web. To many companies, the web has already become a crucial part of their marketing strategy. However, the challenge is that the online environment is constantly changing. As much as we observe new developments on the web, we observe many things become obsolete. As such, many businesses are now trying to keep up and make a strategic use of the new environment. As a result, they value employees with a good understanding of this new marketing environment. This course is primarily designed to provide students with such knowledge.

This course, however, does not cover every aspect of web-based marketing. Instead of repeating what we have seen from a decade ago, we will focus on topics that are most relevant in today's world. Among them, we investigate the issues on the online marketing communication, which include topics such as search engine marketing and social media marketing.

Toward this goal, the course focuses on two themes. First, the course provides students with a thorough review of the current online marketing environment, including the discussion of each type of online marketing vehicle. This theme will help students better understand the role of the online marketing in the big picture of the marketing strategy, and to identify new opportunities for firms to better promote their products and services in the online setting. This will be fulfilled primarily in class, by lectures and case studies.

Second, the course provides students with a working knowledge of the online marketplace through a hands-on experience of promoting a real-world product/service. For this purpose, students will be required to complete a group project where they will run an actual search advertising campaign in *Google Adwords* in collaboration with a local business. This experience by itself will be full of fun but students can also learn a lot of valuable lessons from working on a real business problem.

In progressing on various online marketing topics, we will use concepts and techniques from different disciplines such as psychology, economics, and statistics. Students are not required to gain a deep understanding on all of these areas. Rather, the intention is to let students appreciate how the knowledge from various disciplines can be integrated in solving the practical problems of online marketing. In sum, the course will be fun and helpful to those pursuing a career in online marketing, marketing communication, web analytics, or general online/offline retailing.

Learning Objectives:

The objective of this course is to introduce current practices of online marketing and familiarize students with the principles behind them. One step further, this course will provide opportunities to apply students' understanding to the real-world online marketing campaign.

By the end of the course, students will be able to
• Understand the online marketing in the marketing communication perspective
• Develop a critical understanding of new media marketing in a comparison with traditional marketing communication
• Explain various kinds of online marketing practices
• Design and carry out an effective search engine marketing campaign and social media marketing campaign
• Evaluate online marketing strategies in the real world

Course Materials:

- **Course packet**
- **Google Digital Garage**
- **Course slides**

There is no required textbook. Instead, the course packet is required.

The course packet contains core curriculum reading (Digital Marketing) and business cases. It is very important that students do the assigned reading before coming to each class. The course packet can be electronically purchased from http://cb.hbsp.harvard.edu/cbmp/access/66145268.

Google digital garage is the free tutorials on online marketing provided by Google. You will need watch videos and take quizzes for each topic that we go over, as a part of the class preparation (see the details schedule of classes). Once you complete all the topics, you will get the certification from Google, which you could add to your CV.

Additional materials (including **course slides**) will be posted in Canvas, by the night before the class meeting.

For the *Google Adwords* Campaign, students are also expected to make themselves familiar with Google Adwords help materials that can be found in Google web sites. For example,
• Google (2007), *Marketing and Advertising Using Google* (http://static.googleusercontent.com/external_content/untrusted_dlcp/books.google.com/en/us/intl/en/googlebooks/pdf/MarketingAndAdvertisingUsingGoogle.pdf)
• Google Adwords tutorial videos (https://www.youtube.com/user/learnwithgoogle?hl=en)
• Google Adwords help center (https://support.google.com/adwords#topic=3119071)

In addition, the following books and web sites are suggested for background readings and industry updates.

• Godin, Seth (1999), *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*, Simon & Schuster

- Vollmer, Christopher (2008), *Always On: Advertising, Marketing, and Media in an Era of Consumer Control*, McGrawHill
- Li, Charlene, and Josh Bernoff (2008), *Groundswell: Winning in a World Transformed by Social Technologies*, Harvard Business School Press (E-book can be accessed from http://library.books24x7.com/toc.aspx?bookid=27116 on campus.)
- Moe, Wendy W., and David A. Schweidel (2014), *Social Media Intelligence*, Cambridge University Press
- http://adage.com
- http://techcrunch.com
- http://mashable.com
- http://www.fastcompany.com

Classes

You will experience several different pedagogical tools that help you understand online marketing principles and apply them to real marketing problems: lectures, case discussions, bulletin board discussions, data analysis, group projects, and quiz.

Lectures: In lectures, we will cover general principles together with some simple cases from the real world. The topics of the lectures are presented at the end of this syllabus. It is important for you to do the assigned readings for the class in advance, since lectures and discussions during the session will build on the assigned readings.

Case Discussions: In this course, you can learn as much as you think about the real-world problems. For this reason, we will discuss a few cases during the term. This may be an HBS case provided in the course packet, or a video case from some other sources. You can find the assigned case for each class in the detailed course schedule. For every assigned case, you need to be prepared to discuss in class. To facilitate the discussion, I will provide a few discussion questions in advance and you may be cold-called in some occasions. Participation score will be determined by both quantity and quality of your discussion.

Bulletin Board Discussion: While in class we discuss general principles, students can also learn from each other on specific cases or deeper analyses of cases, by having bulletin board discussion in Canvas. The participation is voluntary but will be counted towards the participation score of the final grade. You can introduce new changes to the online marketing environment, analyze the strategy/tactics of a firm, or ask a question on any issue relevant to the course that could motivate a further discussion. All postings should be your own writing, although the link to others' work (e.g., newspaper articles, white paper, etc.) with your own comment is allowed. Again, quality matters more than quantity but a minimum of one posting per week is recommended. In evaluating the participation, good motivating questions will be counted more than other types of postings.

Data Analyses: You will have a chance to apply your understanding of the analytics parts of the course (search engine marketing and online advertising) in this assignment. In particular, in this assignment, you will read a case and analyze the online marketing data provided with the case. Based on the analysis, you will make a strategic recommendation to the firm. This exercise will equip you with proper knowledge and skill to excel in the online marketing domain. It will also

help you better perform in *Google AdWords Campaign*, which is another assignment of the course. This is a group assignment.

Search Engine Marketing Campaign: In order to enhance your understanding of the search advertising and to give you a hands-on experience in online marketing, we will implement an actual search advertising campaign on Google. In this assignment, you will find a local business that you think will be interested in search engine marketing and work with them to design, develop, and carry out an effective search engine marketing strategy. This is a group assignment and also the final project to be presented at the conclusion of the course. Your grade will be based upon the final in-class presentation and the slides for the presentation. Further details will be discussed in class.

Quizzes: There will be no exam for this course. Instead, there will be short quizzes to enhance your understanding of the basic concepts and principles, as well as to provide you with further motivation to do the assigned reading before class. Preview quizzes are based on the required reading while review quizzes will cover contents from both lectures and required readings. All the quizzes will consist of multiple-choice questions only and will be administered online. Preview quizzes will be given randomly but the date for the review quiz is designated at the detailed course schedule at the end of the syllabus.

Grading:

Your final grade will be determined on the following basis:

Grading Element	Weight
Participation (Individual)	20
Quiz (Individual)	30
Data Analyses (Group)	20
Search Engine Marketing Campaign (Group)	30

The point grade will be converted into the letter grade based on the following table:

> 95	> 90	> 87	> 83	> 80	> 77	> 73	> 70	> 67	> 63	> 60	< 60
A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

Extra Credit: In order to further motivate you to actively participate in the learning process, the course will provide a few opportunities where you could earn extra credits. Note that this is intended **not** to inflate the grade but to encourage you to contribute to the course. Here are two occasions for extra credit.

1. Social Media Monitoring Presentation
2. Search Advertising Data Analysis Presentation
3. The Future of Online Marketing Presentation

Details for each opportunity are provided at the end of this syllabus. All chances are taken on a first-come-first-served basis, as they are made available. Any interested individual/team should let me know through Canvas discussion board as soon as possible.

Important Course Policies:

Attendance and Participation: You will be expected to come to class prepared to participate in class discussion. Because participation will be an important part of the learning process, **attendance is mandatory**. Note that when you are absent, (1) you will get a minimum participation score for that class meeting, because you are not able to participate in the class discussion, and (2) you may lose the chance to participate in the preview quiz for the day, which will be randomly given.

Submission of Assignment: All assignments should be submitted **through Canvas**. For group assignment, each team should appoint a contact person, who will submit all assignments**.** Any submission past due without permission will NEVER be graded.

Group Formation: Significant portion of your final grade is determined by group assignments. Thus I will let you form your own team of 4-5 members. The formation should be reported by the the third session of the class (in Canvas), after which I will randomly form groups among those who are not included in any team yet.

Group Assignment Evaluation: In determining the grades for group assignment, your input will be used. First, at the final presentation, you will be asked to evaluate other team's performance. This information will be used to determine personal variations in team grades.

Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Student Office will provide accommodation to the student who must then provide this documentation to the Instructor when requesting accommodation. For further information, visit http://www.dso.ufl.edu/drc/.

Academic Integrity: You are expected to adhere to the University of Florida Honor Code. Plagiarism, cheating, prohibited collaboration or consultation, as well as other violation of the university Honor Code will NEVER be tolerated: any violation will be handled according to the UF Honor Code Procedures. For further information, visit http://www.dso.ufl.edu/sccr/honorcode.php.

Course Conduct: Late arrivals are disruptive to the class. You are expected to come to class on time. When getting to class, you are also required to turn off all electronic devices, including your laptop, smart phone, and iPad. Any disruptive behavior including those listed above could affect your participation score.

Course Schedule (subject to change)

The course is divided into four submodules other than introduction (building blocks) and integration (final project):
1. Search Engine Marketing
2. Online Advertising
3. Social Media Marketing
4. Mobile Marketing

Date	Topic	Assignment
Building Blocks		
Session 1	Introduction/ Marketing Communication	• Read: Google Adwords Guide
Session 2	Online Media and Online Market	• Case: Amazon, Apple, Facebook, and Google
Search Engine Marketing		
Session 3	Search Engine Marketing	• Team Formation
Session 4	Strategic Search Advertising Campaign	• Client Proposal
Session 5	Labor Day – No Class	• Pre-campaign strategy
Session 6	Search Engine Marketing Analytics	• Case: Air France • Sign up: AdWords account
Online Advertising		
Session 7	Issues in Online Advertising	• Search ads campaign launch • Search ad data analysis
Session 8	Online Advertising Analytics	• Case: Rocket Fuel
Social Media Marketing		
Session 9	Strategic Social Media Marketing Campaign	• Case: Social Strategy at Nike • Display ad data analysis
Session 10	Viral Marketing Campaign and Analytics	• Case: Ford Fiesta Movement
Mobile Marketing		
Session 11	Mobile Marketing	• Wrap up search ads campaign
Session 12	Career Fair – No Class	• Team meeting for final presentation
Integration		
Session 13	Extra-Credit Presentations and Final Presentation	• Review quiz: Take before class.
Session 14	Final Presentation	• Presentation slides