



## Module 3 Overview



**Reading:** Module 3  
Overview  
10 min



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Readings  
10 min

### Lesson 4: "Where It All Begins" – Starting With The Consumer

### Lesson 5: "The Consumer-Brand Relationship" – Understanding How And Why Data Is Shared In Digital Channels

### Module 3 Review



# Module 3 Readings

## Supplemental Readings

### For Lesson 4:

- Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009, June). [The consumer decision journey](#). *McKinsey Quarterly*.
- Edelman, D., & Singer, M. (2015, October). [The new consumer decision journey](#). *McKinsey & Company*.
- Edelman, D., & Singer, M. (2015, November). [Competing on customer journeys](#). *Harvard Business Review*.

### For Lesson 5:

- AdFor Us (2014, February 17). [Behind the banner](#) [YouTube video].
- Johnson, L. (2017, November 1). [Snapchat is finally opening up pixel tracking for marketers](#). *Adweek*.
- Johnson, L. (2017, September 4). [Digital advertising is facing its moment of truth, and billions of dollars are at stake](#). *Adweek*.
- Kilpatrick, R. (2017, May 24). [Google's new feature can match ad clicks with in-store purchases](#). *Fortune*.

## Lecture Slides

- [Lesson 4](#)
- [Lesson 5](#)
- [Module 3 printable slides](#) (white background)

Feel free to find other resources and share