SCM 651: Business Analytics

Recruiting Advertising Strategy

Background

The Whitman School of Management launched an Internet recruiting campaign in February 2011, using Google ads and Delta Airlines flight magazine advertisements. An assessment of opportunities and results is now necessary to establish the direction for next year.

Resources

Use Google Analytics to examine the Whitman Graduate Programs Internet marketing campaigns. All data can be accessed via Google Analytics. If you have any questions, please send me an email.

Assignment

What's due:

Submit an advertising analysis **before the live class in week 6**. Suggested length is five pages, but should not exceed ten pages, single-spaced, 12-point font.

Use Google analytics to analyze the data to identify patterns and opportunities. Your goal is to recruit the best United States students, measured by GMAT scores, but you are limited to a budget of $100,000. The budget must cover advertising costs, but no Whitman administration costs.

This is a group assignment; each student should upload a copy of the assignment to the Learning Management System. The paper must be a Microsoft Word document. Name the file HW2_Team# where # is your team number. Be sure to include the names of everyone on the team on the first page of the paper. Late assignments will not be accepted. Failure to follow directions will be penalized.

Outline and grading criteria:

1. What were the time frames for each marketing campaign? How much was spent on each campaign? What was the effectiveness of previous campaigns? (40%)
   a. whitman.syr.edu
   b. MBA Marketing – Full-time
   c. MBA Marketing – iMBA
   d. Delta
2. Identify the key aspects of a United States campaign for next year (20%)
   a. In which geographic region would you advertise? Which states? Why?
   b. What key words would you use? Why?
   c. Which days of the week and what time of day would you advertise? Why?
3. Identify the costs for your advertising campaigns (10%)
   a. By region
   b. By degree program
4. How would you measure performance of your decisions after implementation? (20%)
5. What other factors or considerations are important? What other data would help in developing an Internet advertising strategy, if you could collect it? (10%)