

# MGMT 59000: Digital Marketing (OMBA)

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## Instructor

Qiang Liu (Qiang pronounced as Chiang)

Office: RAWL 4039

Online office hours: Friday 5:00 PM-5:40 PM

Online live work sessions: Wednesday 6:00 PM – 7:00 PM

Zoom link for office hours and live work sessions: <https://purdue-edu.zoom.us/j/94666592439>

Email: [liu6@purdue.edu](mailto:liu6@purdue.edu)

## Course Description

With the internet and other digital technologies, customers today actively create, curate, and seek digital content & data. Being part of the customer network, they are constantly responding, connecting, and sharing among themselves and with businesses they care about. These new consumer behaviors have created significant challenges, and correspondingly, a plethora of new opportunities for marketers. Marketers now need new strategies and tactics to best leverage these emerging media for more effectively creating and marketing products or services to consumers in a digital and social media age. The course, Digital Marketing, presents a set of useful concepts, strategic frameworks, and knowledge on techniques and tools to aid students in better understanding the new marketing thoughts and media. The topics include digital disruption, online experiments, A-E-C-C-C strategic framework, web and app analytics (Google Analytics), online advertising, search engine marketing, viral marketing, social network analytics, digital & social product, freemium pricing, and omnichannel. Through a combination of lectures, case studies, hands-on exercises, and mini-course projects, students will develop capabilities in developing, implementing, and evaluating digital and social media marketing strategies.

## Course Outcomes

- CO1: Develop capabilities in developing, implementing, and evaluating digital marketing strategies.
- CO2: Understand and master major digital marketing tools and analytics
- CO3: Enable students to rethink marketing in the evolving digital and social media age

## Technical Requirements

The following information has been provided to assist you in preparing to use technology successfully.

- Internet access/connection: high speed recommended
- Headset/Microphone (if required for synchronous sessions in an online course)

## Learning Resources & Texts

### Required Textbook:

Course packet

## Instructor's Online Hours

I will be available and respond to student questions as soon as I am available (generally 48) hours during the M-F work week. Student inquiries made during the weekend may experience a delayed response time. Questions about the course content, assignments, or lectures should be asked in the Q&A forum provided on the discussion boards. Students are encouraged to answer the questions their peers ask on the Q&A forum. Email should only be used for personal questions. When emailing me, please place the course number in the subject line of the email. This will help me tremendously in locating your emails more quickly.

## Virtual Office Hours

Virtual Office Hours are a synchronous session (through Zoom) to discuss questions related to the course content. My virtual office hours will be Friday 5:00 PM-5:40 PM ET.

## Virtual Work Sessions

In each module, I will be offering one synchronous live session through Zoom. Students are encouraged to enroll live and participate in the activity with their colleagues. For those students who are not able to attend, the sessions will be recorded and be available later. Once the semester is started, I will send out a scheduling poll in order to find the time that best works for most of the students enrolled. As this is primarily an asynchronous course, these synchronous sessions are limited to no more than one hour per week.

## Assignments

You will have several individual and group assignments throughout the semester. Details on these assignments, along with rubrics to guide evaluation, and guidelines on discussion participation and evaluation will be posted on Brightspace. The due dates for the assignments posted on the course website are in Eastern Standard Time (the local time zone of West Lafayette, Indiana).

Assignments	Points
Discussions	10%
Quizzes	30%
Mini-course project	25%
Final exam	35%
<b>Total</b>	<b>100</b>

## Krannert Grading Policy

The target grade distribution for this course, an elective course, is 40-45% A/A-, 40-50% B+/B's, 5-15% B- or below resulting in approximately an average Grade Point Average (GPA) of 3.45 for the course where the GPA is calculated as A = 4, A- = 3.70, B+ = 3.30, B = 3.00, B- = 2.70, C+ = 2.30, C = 2.00, C- = 1.70, D = 1.00 and F = 0.00.

## Participation and Assignment policies

### Weekly Synchronous Activity Reflections (Sync Disc)

There will be six weekly synchronous activity reflections, each accounting for 1 point, and the rubrics for grading are posted on Brightspace. The maximum points students can make on Sync Disc is five and students are expected to submit five reflections. However, students can submit more than five reflections to have the reflections with unsatisfied scores dropped. The purpose of the weekly synchronous activity reflection is to encourage you to reflect on topics discussed during the synchronous session. The reflections are due at 11:00 PM on Friday after each synchronous session.

### **Weekly Brightspace Discussions (Bs Disc)**

There will be six weekly Brightspace discussions, each accounting for 1 point, and the rubrics for grading are posted on Brightspace. The maximum points students can make on Bs Disc is five and students are expected to participate in five discussions. However, students can participate in more than five discussions to have the discussions with unsatisfied scores dropped. You can either write an initial discussion or write a follow-up that offers your own insights. The posts are due at 11:00 PM on Friday.

### **Online Quizzes and Homework Assignments**

There will be six quizzes on Brightspace. They are due on Mondays after the corresponding module. For each quiz, you are allowed to try twice and the highest score is recorded as the final score for the quiz. Each quiz contains multiple choice questions that are based on lectures and cases. Quizzes will be a crucial part of the learning experience of this class. Taking quizzes seriously is key to developing a comprehensive and deep understanding of digital marketing concepts, analytical knowledge, digital marketing tools, and strategic frameworks.

### **Mini-course project**

You should form your own group of 3-4 students and submit the names to me at 11:00 PM on 10/31 (Tuesday). You will work with the same group for the mini-course project. The mini-course project is a hands-on team project. For each team, you will choose a business (a small/medium or local business, a non-profit organization, or somebody's personal website) to promote on Google Ads. The business should have a website and customers search for the product/businesses on Google. Each team will get about \$60 credit to promote the chosen business on the Google Ads platform. Your team should run the campaign for at least 7 days. After the campaign, each team should finish a report. The report can be a PowerPoint slide or a Google slide. A template of the report will be provided on Brightspace.

### **Final Learning Exam**

You will take one cumulative final exam virtually. You will be able to start the exam anytime between Saturday (12/02) and Monday (12/04). The exam will be timed, and you will have to complete the exam within the time limit once you start the exam.

If you have a known time conflict that prevents you from taking the exams on the designated dates, inform me at least a week before the final exam, or as soon as possible. If you have an emergency that prevents you from taking the exam on short notice, obtain the formal documentation for the reason for missing the exam (could be from the Dean of Students). The approval of the excused absence is not guaranteed and will be judged on a case-by-case reasonable basis.

### **Netiquette**

You are encouraged to comment, question, or critique ideas. However, be mindful that sarcasm and humor can be easily misconstrued in online interactions. Please read the Netiquette rules for this course:

- Give other students the opportunity to join in the discussion.
- Present ideas appropriately.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.
- Keep an "open-mind" and be willing to express even your minority opinion.

- Think and edit before you share (e.g., post or email).
- Ask for feedback.

## Course Evaluation

During the last two weeks of the course, you will be provided with an opportunity to evaluate this course and your instructor. Purdue now uses an online course evaluation system. You will receive an official email from evaluation administrators with a link to the online evaluation site. You will have up to two weeks to complete this evaluation. Your participation is an integral part of this course, and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system.

## Academic Dishonesty

Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [Part 5, Section III-B-2-a, University Regulations] Furthermore, the University Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs, plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18, December 15, 1972]

## Emergency Statement

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor's control. Relevant changes to this course will be posted onto the course website or can be obtained by contacting the instructors or TAs via email or phone. You are expected to read your @purdue.edu email on a frequent basis.

## Disability Statement

Students with disabilities must be registered with Disability Resource Center in the Office of the Dean of Students before classroom accommodations can be provided. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with me as soon as possible to discuss your needs.

## Nondiscrimination

Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran. Any student who believes they have been discriminated against may visit [www.purdue.edu/report-hate](http://www.purdue.edu/report-hate) to submit a complaint to the Office of Institutional Equity. Information may be reported anonymously.

## Academic Guidance in the Event a Student is Quarantined/Isolated

If you become quarantined or isolated at any point in time during the semester you will have access to an Academic Case Manager who can provide you academic support. Your Academic Case Manager can be reached at [acmq@purdue.edu](mailto:acmq@purdue.edu) and will provide you with general guidelines/resources around communicating

with your instructors, be available for academic support, and offer suggestions for how to be successful when learning remotely. Importantly, if you find yourself too sick to progress in the course, notify your academic case manager and notify me via email or Brightspace. We will make arrangements based on your particular situation. The Office of the Dean of Students (odos@purdue.edu) is also available to support you should this situation occur.

## Course Schedule

MODULE	TOPIC, READINGS, VIDEOS	ASSIGNMENTS
1 (Week 1)	<p>Introduction to Digital Marketing</p> <p>Videos:</p> <ul style="list-style-type: none"> <li>Module introduction</li> <li>Course introduction</li> <li>Digital disruption</li> <li>Advertising effectiveness</li> <li>Causal research</li> <li>Online experiment</li> </ul> <p>Live Session:</p> <ul style="list-style-type: none"> <li>Guest speaker session, Saurabh Goorha, a Wharton Senior Fellow at AI and Analytics for Business and a former Chief Product Officer at Built In.</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>Rocket Fuel: Measuring the Effectiveness of Online Advertising, course packet</li> <li>Digital Marketing, 2.1.2, course packet</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>Week 1 Bs Disc is due at 11:00 PM on Friday (10/20)</li> <li>Week 1 Sync Disc is due at 11:00 PM on Friday (10/20)</li> <li>Quiz 1 is due at 11:00 PM on Monday (10/23)</li> </ul>
2 (Week 2)	<p>Digital Marketing Strategic Framework</p> <p>Videos:</p> <ul style="list-style-type: none"> <li>Module introduction</li> <li>Customer Network</li> <li>Competition and Company</li> <li>AECCC: Access and Engagement</li> <li>AECCC: Customize, Connect, and Complement</li> <li>Nike Plus and Digital Marketing Plan</li> </ul> <p>Live Session:</p> <ul style="list-style-type: none"> <li>Case Discussion: Rocket Fuel</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>Digital Marketing, 1, 2.2, and 3.1-3.2, course packet</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>Week 2 Bs Disc is due at 11:00 PM on Friday (10/27)</li> <li>Week 2 Sync Disc is due at 11:00 PM on Friday (10/27)</li> <li>Quiz 2 is due at 11:00 PM on Monday (10/30)</li> <li>Form groups decision is due at 11:00 PM on Tuesday (10/31)</li> </ul>
3 (Week 3)	<p>Online Listening</p> <p>Videos:</p> <ul style="list-style-type: none"> <li>Module introduction</li> <li>Google Analytics Part One</li> <li>Google Analytics Part Two</li> <li>Google Analytics Part Three</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>Week 3 Bs Disc is due at 11:00 PM on Friday (11/3)</li> <li>Week 3 Sync Disc is due at 11:00 PM on Friday (11/3)</li> <li>Quiz 3 is due at 11:00 PM on Monday (11/6)</li> </ul>

	<ul style="list-style-type: none"> <li>• Social Media Listening</li> </ul> <p>Live Sessions:</p> <ul style="list-style-type: none"> <li>• Google Analytics Tutorial</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>• BBVA Compass: Marketing Resource Allocation, course packet</li> <li>• Digital Marketing, 2.3, course packet</li> </ul>	
4 (Week 4)	<p>Digital Marketing Communication</p> <p>Videos:</p> <ul style="list-style-type: none"> <li>• Module introduction</li> <li>• Display Ads Part One</li> <li>• Display Ads Part Two</li> <li>• Search Engine Marketing</li> <li>• Keyword Research</li> <li>• Search Engine Optimization</li> </ul> <p>Live Session:</p> <ul style="list-style-type: none"> <li>• Case Discussion: BBVA Compass</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>• Search Engine Optimization: Note for Marketing Managers, course packet</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>• Week 4 Bs Disc is due at 11:00 PM on Friday (11/10)</li> <li>• Week 4 Sync Disc is due at 11:00 PM on Friday (11/10)</li> <li>• Quiz 4 is due at 11:00 PM on Monday (11/13)</li> </ul>
5 (Week 5)	<p>Google Ads</p> <p>Videos</p> <ul style="list-style-type: none"> <li>• Module introduction</li> <li>• Google Ads Introduction</li> <li>• Google Ads Platform Part One</li> <li>• Google Ads Platform Part Two</li> </ul> <p>Live Session</p> <ul style="list-style-type: none"> <li>• Google Ads Tutorial</li> <li>• Mini-course project</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>• Digital Marketing, the remaining part of 2.1, course packet</li> <li>• eToro: Building the World's Largest Social Trading Network, course packet</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>• Week 5 Bs Disc is due at 11:00 PM on Friday (11/17)</li> <li>• Week 5 Sync Disc is due at 11:00 PM on Friday (11/17)</li> <li>• Quiz 5 is due at 11:00 PM on Monday (11/20)</li> <li>• Create and submit a Google account for the mini-course project by 11:00 pm on Monday (11/20)</li> </ul>
6 (Week 6)	<p>Viral Marketing and Social Network Analytics</p> <p>Videos:</p> <ul style="list-style-type: none"> <li>• Module introduction</li> <li>• Viral Marketing</li> <li>• Introduction to Social Network</li> <li>• Centrality Analysis</li> <li>• Strength of Ties</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>• Week 6 Bs Disc is due at 11:00 PM on Friday (11/24)</li> <li>• Week 6 Sync Disc is due at 11:00 PM on Friday (11/24)</li> </ul>

	<ul style="list-style-type: none"> <li>• Social Ads</li> </ul> <p>Live Session:</p> <ul style="list-style-type: none"> <li>• Case Discussion: eToro</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>• Digital Marketing, 2.4, course packet</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz 6 is due at 11:00 PM on Monday (11/27)</li> <li>• Start running campaigns by 11:00 PM on Monday (11/27)</li> </ul>
7 (Week 7)	<p>Products, Price, and Place</p> <p>Videos:</p> <ul style="list-style-type: none"> <li>• Module introduction</li> <li>• Digital Products</li> <li>• Social Solutions</li> <li>• Freemium</li> <li>• Omnichannel</li> </ul> <p>Live Session:</p> <ul style="list-style-type: none"> <li>• Review</li> </ul> <p>Readings:</p> <ul style="list-style-type: none"> <li>• Competing with Social Networks: Social Failures, course packet</li> </ul>	<p>Complete:</p> <ul style="list-style-type: none"> <li>• Mini-course project report is due at 11:00 PM on Saturday (12/16)</li> <li>• Final exam from Saturday to Monday (12/02 - 12/04)</li> </ul>