

## Readings /Viewings/Thought Starters (These are optional but encouraged)

1	March 27, 2017	The Digital and Algorithmic Landscape	<ul style="list-style-type: none"><li>I. So you think you are a data driven marketer <a href="http://p.liveramp.com/glossary">http://p.liveramp.com/glossary</a></li><li>II. Marketers Get On Board the Offline-to-Online Data Train <a href="http://adage.com/article/datadriven-marketing/marketers-board-offline-online-data-train/293220/">http://adage.com/article/datadriven-marketing/marketers-board-offline-online-data-train/293220/</a></li><li>III. Navigating the New Multi Screen World <a href="http://googlemobileads.blogspot.co.uk/2012/08/navigating-new-multi-screen-world.html">http://googlemobileads.blogspot.co.uk/2012/08/navigating-new-multi-screen-world.html</a></li></ul>
2	April 3, 2017	Digital Audiences	<ul style="list-style-type: none"><li>I. Facebook Audiences <a href="https://www.facebook.com/business/learn/facebook-ads-choose-audience/">https://www.facebook.com/business/learn/facebook-ads-choose-audience/</a> <a href="https://www.facebook.com/business/help/633474486707199/">https://www.facebook.com/business/help/633474486707199/</a></li><li>II. DMP Demystified <a href="http://www.bluekai.com/files/DMP_Demystified_Whitepaper_BlueKai.pdf">http://www.bluekai.com/files/DMP_Demystified_Whitepaper_BlueKai.pdf</a></li></ul>
3	April 10, 2017	Recommendation Systems	<ul style="list-style-type: none"><li>I. Netflix Recommendations: Beyond the 5 stars <a href="http://techblog.netflix.com/2012/04/netflix-recommendations-beyond-5-stars.html">http://techblog.netflix.com/2012/04/netflix-recommendations-beyond-5-stars.html</a></li><li>II. ThreadBase <a href="http://www.threadbase.com/unravelled">http://www.threadbase.com/unravelled</a></li></ul>
4	April 17, 2017	Ranking & Matching Algorithms	<ul style="list-style-type: none"><li>I. The Importance of Google PageRank: A Guide For Small Business Executives <a href="http://blog.hubspot.com/blog/tabid/6307/bid/45/The-Importance-of-Google-PageRank-A-Guide-For-Small-Business-Executives.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/45/The-Importance-of-Google-PageRank-A-Guide-For-Small-Business-Executives.aspx</a></li><li>II. Mastering Marketplace Matching <a href="https://www.youtube.com/watch?v=e_7Kr7Al_I">https://www.youtube.com/watch?v=e_7Kr7Al_I</a></li><li>III. Inside OKCupid: The math of online dating <a href="http://ed.ted.com/lessons/inside-okcupid-the-math-of-online-dating-christian-rudder">http://ed.ted.com/lessons/inside-okcupid-the-math-of-online-dating-christian-rudder</a></li></ul>
5	April 24, 2017	Personalization & Content Optimization	<ul style="list-style-type: none"><li>I. How to master personalized marketing <a href="http://cdn2.hubspot.net/hub/53/file-1962957016-pdf/personalization_guide_(final).pdf">http://cdn2.hubspot.net/hub/53/file-1962957016-pdf/personalization_guide_(final).pdf</a></li><li>II. This Startup Helps Companies Persuade You to Buy Anything <a href="http://www.wired.com/2015/01/persado/">http://www.wired.com/2015/01/persado/</a></li><li>III. It Ain't Personal; Get Up Close And Contextual <a href="http://cdn1.hubspot.com/hub/182650/It_Ain_t_Personal_Get_Up.pdf">http://cdn1.hubspot.com/hub/182650/It_Ain_t_Personal_Get_Up.pdf</a></li></ul>

6	May 1, 2017	Programmatic Advertising
<ul style="list-style-type: none"> <li>I. Programmatic Buying: An Introduction to this Brave New World <a href="http://blog.adform.com/programmatic/programmatic-buying-an-introduction-to-this-brave-new-world/">http://blog.adform.com/programmatic/programmatic-buying-an-introduction-to-this-brave-new-world/</a></li> <li>II. Understanding the Programmatic Buying Environment <a href="http://blog.adform.com/programmatic/understanding-the-programmatic-buying-environment/">http://blog.adform.com/programmatic/understanding-the-programmatic-buying-environment/</a></li> </ul>		
7	May 8, 2017	Price Customization
<ul style="list-style-type: none"> <li>I. How deep are your pockets? <a href="http://www.economist.com/node/21557798">http://www.economist.com/node/21557798</a></li> <li>II. Supermarkets try customizing prices for shoppers <a href="http://www.nytimes.com/2012/08/10/business/supermarkets-try-customizing-prices-for-shoppers.html">http://www.nytimes.com/2012/08/10/business/supermarkets-try-customizing-prices-for-shoppers.html</a></li> <li>III. Big data and differential pricing <a href="https://obamawhitehouse.archives.gov/sites/default/files/whitehouse_files/docs/Big_Data_Report_Nonembargo_v2.pdf">https://obamawhitehouse.archives.gov/sites/default/files/whitehouse_files/docs/Big_Data_Report_Nonembargo_v2.pdf</a></li> </ul>		
8	May 15, 2017	Multichannel (Multi-touch) Attribution
<ul style="list-style-type: none"> <li>I. The Science of Advanced Attribution (Google/Adometry) <a href="https://www.youtube.com/watch?v=5nWv82yCJ58">https://www.youtube.com/watch?v=5nWv82yCJ58</a></li> <li>II. IAB Attribution primer <a href="http://www.iab.net/media/file/AttributionPrimer.pdf">http://www.iab.net/media/file/AttributionPrimer.pdf</a></li> </ul>		
9	May 22, 2017	Advances and Performance Monitoring
<ul style="list-style-type: none"> <li>I. IBM's Watson can sense sadness in your writing <a href="https://www.engadget.com/2016/02/22/ibm-emotion-detection-upgrade/">https://www.engadget.com/2016/02/22/ibm-emotion-detection-upgrade/</a></li> <li>II. This Tool Helps Brands Steal Their Competitor's Followers <a href="https://www.buzzfeed.com/nitashatiku/social-rank-twitter-analytics">https://www.buzzfeed.com/nitashatiku/social-rank-twitter-analytics</a></li> </ul>		
10	May 29, 2017	No Class - Memorial Day
11	June 5, 2017	Final Project Due