**B8679: Digital Marketing**

Term: 2017 Summer Block

Dates and Times: May 15 to May 19, 9:00 am to 5:00 pm

Classroom: Uris 303

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TA: TBA

**Course Description**

Digital marketing has become an essential component of any firm’s marketing strategy, but managers arestill grappling with this medium which is continuously evolving as well. In this course, we will develop asystematic understanding of digital marketing by learning concepts and tools whose applicability willendure even as specific technologies and implementation procedures change. We will conduct an in-depthstudy of display advertising, search advertising and social media marketing, at both the tactical andstrategic levels. We will invest a significant amount of time on outcome and effectiveness measurement

methods and campaign evaluation metrics. Towards the end of the course, we will discuss a host of variedtopics such as mobile marketing, media planning, privacy issues and digital ad fraud.

The course will be primarily lecture and discussion based, with cases and real-world situations used to

anchor class discussions. Throughout the course, we will invoke academic papers that develop relevant

theories and subject them to rigorous scientific tests. Group assignments will reinforce, and extend,

concepts learnt in class. Finally, students will conduct (in groups) company analyses for digital marketing

companies. We will also hear from a number of industry speakers.

By the end of the course, students will gain a solid understanding of digital marketing topics, and the

knowledge to navigate (and “cut through the hyperbole” in) this yet-evolving industry. They will also

learn to qualitatively and quantitatively evaluate marketing impact. Many of the learnings will be

applicable beyond digital marketing.

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**Overview**

**Day Topic(s) Required Readings Due that day**

Day 1

5/15 (M)

**Introduction and Fundamental Ideas:**

Motivation; Digital marketing channels;

Relationship to purchase funnel;

Search costs; Data-enabled capabilities;

Internet “Law of Gravity”

Classifications of Different Channels

**Introduction to Analysis Tools**

**Guest Speaker**

-- Time Spent by Media 2014

-- The Consumer Decision Journey

-- What Makes the Internet Different?

-- Online Advertising, Behavioral

Targeting, and Privacy

-- OS 1 (7:00 AM)

Day 2

5/16 (Tu)

**Display Advertising:** Industry structure and

economics; Programmatic and traditional

buying; Ad targeting and “retargeting”; User

ad annoyance; Measuring impact; Randomized

experiments; Sample size issues; “Super Bowl

Impossibility Theorem”

**Guest Speaker**

-- The Evolution of Online Display

Advertising (Video)

-- Star Digital case

-- The A/B test: Inside the technology

that’s changing the rules of business

-- OS 2 (7:00 AM)

Day 3

5/17 (W)

**Search Advertising:** Sponsored search;

Search engine optimization; Evaluation

metrics; Strategic aspects of “Broad Match”

and automation tools; “Poaching” on keywords

**Attribution**

**Guest Speaker**

-- SEO 101, Beginners guide to Search

Engine Optimization

-- Attribution Modeling Overview

-- OS 3 (7:00 AM)

Day 4

5/18 (Th)

**Social Media Marketing:** User engagement

on social networks; Social advertising; Web

2.0; Social media analytics; Online word-ofmouth;

Impact of online reputation

**Guest Speaker**

-- Ford Fiesta case

-- The Power of Like

-- OS 4 (7:00 AM)

-- Assignment 1

(9:00 AM)

Day 5

5/19 (F)

**Mobile Marketing:** “Geo-fencing” and “geoconquesting”;

Differences from PC; Impact of

“form” and manner of use on ad effectiveness

**Advertising Budget Allocation:** Marginal

returns within media; Interactions across media

**Student Company Analysis Presentations**

**Wind Up**

-- How You Can Use Geo-Location

-- How Much of Your Audience is Fake?

-- Company

analysis

presentations

06/02 (F)

5:00 PM THERE IS NO CLASS ON THIS DAY

-- Assignment 2

-- Final company

analysis report

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**Evaluation**

1. Class participation and preparedness—individual (30%)

a. Attendance—10%

b. Online surveys and in-class contributions—20%

2. Two group assignments—group\* (25% each = 50%)

3. Company analysis project—group\* (20%)

\* Groups should ideally have three members; two and four member groups will be allowed. It is preferred

that group composition be the same for all group deliverables.

**Class Participation and Preparedness—Individual**

Several criteria are considered when evaluating your class participation. This includes the quality and the

quantity of the class participation. High quality class participation includes comments that add to our

understanding of a situation. High quality class participation can be supported with qualitative and/or

quantitative analysis. Your comments should take into account the comments and analyses of your

classmates. Participation should move our discussion forward. Finally, you need to be present in class in

order to receive a strong class participation score. Attendance is mandatory in every session.

There will be a number of pre-class questions you are asked to answer via online surveys. These have to

be completed individually and submitted before 7:00 AM of the day of class. Many of the pre-class

questions do not have a unique answer as they depend on how one interprets and uses the data and other

information. My expectation is that you would respond thoughtfully to the questions, giving reasonable

justification for your answers.

**Home Work Assignments—Group**

There will be two home work assignments. The first will be on Measuring Advertising Effectiveness

Using Field Experiments and the second will be on Advertising Attribution in a Multichannel Scenario.

More details will be provided in the assignments.

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**Company Analysis Project—Group**

Each group has to pick a company related to digital marketing that is a leader in its “category” and

conduct a thorough analysis of this company and its relevant landscape. As an example, a group could

choose the company InMobi, which is in the mobile ad serving “category.” The company analysis may

address the following points:

What is InMobi’s offering and what important problem does it solve for its clients?

How would you define InMobi’s broader solution or technology category? How recent is the category

and what is its history? How big is this category? What is InMobi’s operational footprint? Who are its

competitors?

What is unique to InMobi’s offering that differentiates it from other similar offerings? Was this

always InMobi’s offering and what is the company’s history?

What important relevant problems does InMobi leave unsolved?

What is the expected future of this company and the category?

While choosing the project, you should consider both the company as well as the category it operates in.

Below are some examples of leading companies in their respective industries that you may choose from.

Two groups cannot choose the same company although different companies in the same industry is OK.

**Company Solution or Technology Category**

360i Integrated digital marketing

Adroll Retargeting

Outbrain Native advertising

RocketFuel Programmatic advertising

Convertro Ad attribution

WhiteOps Ad fraud

Kargo Mobile ad serving

Yodle Local internet marketing

SEOImage Search engine optimization

Optimizely A/B testing

Hootsuite Social media management

Once you have an idea of the company that you would like to analyze, discuss with the professor (over

email or, preferably, in person) for approval and possible adjustment/advice. This should be done before

the start of the third day of the course.

I will select up to six company analyses (based on complementarity with the content that I teach and

general interest in the topic) and these groups will make 15-minute presentations on the morning of the

last day.

The final deliverables for the project, due on Friday, June 2 at 5:00 PM, are the following:

1. A set of 7-10 slides addressing the above points. For this, you will be graded out of 15%.

2. ONE slide highlighting the main points of your company analysis. This will be shared with all the

students in the class. Submitting this will give you 2% of the grade.

Digital marketing is a high-innovation field with many exciting companies being created regularly that

provide novel solutions to advertisers, publishers and developers. Through this project, the class will

collaboratively create and share a comprehensive collection of innovative and cutting-edge solutions

provided by companies for different aspects of digital marketing.

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