

**Digital Marketing: Strategy & Tactics**  
**B7640-001, Fall 2021, EMBA**  
**Professor Jeremy Kagan**

**COURSE DESCRIPTION**

***Digital Marketing: Strategy and Tactics*** combines a high level strategic view of digital marketing and its challenges and opportunities, with a tactical approach using exercises and projects to learn and use the tools and techniques of digital marketers. From the web to mobile, email to apps, social media and user generated content, the course will develop a strategic framework for planning and analyzing digital marketing strategies. Students will leave the course with the skills and strategies to manage digital marketing teams and agencies, and a working knowledge of the channels and tactics.

The course will cover the range of digital advertising and marketing channels, as well as touch upon new and emerging channels and developments. Discussion will focus on strategies and metrics for success, measurement and optimization techniques, and planning and goal setting. Using a variety of tools and techniques in practical exercises and projects, students will gain an understanding of using digital channels to achieve their marketing goals.

Student teams will gain practical experience in usage of channels such as:

- Search** – SEO and PPC - Optimization and Marketing
- Display** – Banners, Video and Beyond – Advanced topics
- Email** – Design and Deployment
- Social** – Networks, Media, and Content - Inbound Marketing
- Mobile** – Mobile Web, Apps and Ecosystems, Location Based Services
- E-commerce** - Site Analytics & Conversion Tracking, Branding & Packaging
- Online Business Models** – Direct Sales, Disintermediation and Digital Distribution
- Emerging** – Gaming and e-sports, AR, VR and beyond

Any traditional business now sees the Internet as a vital part of a multi-channel approach to marketing to new customers and servicing the old. This course will explore the Internet as a source of product information, public relations, marketing and advertising medium, a customer relationship management tool, and a customer service channel. Internet marketing and issues such as:

- Social Media, Behavioral Targeting, and Privacy
- Tracking and accountability, (incl. click fraud, etc.)
- Channels of online marketing, from search, to email, to banner ads, to blogs, etc.

Speakers and real-life group project companies will provide hands-on experience and real-life feedback from practitioners. Past speakers have included founders, investors, and senior executives of Hubspot, Thrillist Media Group, Yodle, AppNexus, Foursquare, Bonobos, and Squarespace, and project companies have included NBC Universal, LVMH, and other large and small digital companies and agencies.

Students will have exercises and homework related to using the tools of digital marketing, from planning tools, to user generated content, to metrics and measurement. Grading is based on the following:

- Take Home Final Exam (50%)
- Group Project (30%)
- Homework (Blogging and tools) (10%), and
- Class participation (10%).

## COURSE READINGS

### Recommended Sites for Current Issues:

- Wired.com, Adage.com, other traditional media
- TechCrunch.com, BusinessInsider.com, other tech industry blogs
- eMarketer, HubSpot, eConsultancy, other ad industry resources
- Google, Twitter, and other platforms for trends and breaking news

### Required Texts:

- Jeremy Kagan “Digital Marketing: Strategy & Tactics”
- John Batelle “The Search: How Google and its Rivals Re-wrote the Rules of Business and Transformed Our Culture”
- David Kirkpatrick, “The Facebook Effect”
- Brad Stone, “The Everything Store: Jeff Bezos and the Age of Amazon”

## COURSE SYLLABUS

*(this weekly breakdown is subject to changes)*

<b>Week</b>	<b>Session Topics</b>	<b>Examples</b>	<b>Exercises &amp; Assignments</b>
<b>Session 1 SAT</b>	<b>Introduction to Digital Marketing:</b> Strategies and Channels of the web, mobile, and beyond	Rethinking the 4 P’s; Examples from Nike, Lego, etc.	Course requirements; form groups
<b>Session 2 SAT</b>	<b>Search:</b> History and Functionality Search Engine Optimization ( <b>SEO</b> )	Google, Bing, Baidu, Blekko	Blog Post #1 Using keyword tools; Writing for the web
<b>Session 3 SAT</b>	<b>Search:</b> Search Engine Marketing ( <b>SEM</b> ); New and emerging challengers	Google Ads Bing Adcenter	Read <b>The Search</b> Blog Post #2 Using Google Ads
<b>Session 4 SAT</b>	<b>Email:</b> Email Marketing Triggers and Cadences	Constant Contact; Mailchimp	Blog Post #3 Using Email Service Providers
<b>Session 5 SAT</b>	<b>Display:</b> The Advertising Ecosystem; Banners and Media Buying	Google, DFP, AppNexus RTB	Blog Post #4 Using Audience and Media Buying tools
<b>Session 6 SAT</b>	<b>Display:</b> Video and Rich Media; Targeting and Optimization	Youtube, etc.	Blog Post #5 Moat tool

<b>Session 7 SAT</b>	<b>Social Media Intro:</b> Introduction to Social Media Social Media platforms and APIs Media and Messaging types	Facebook, LinkedIn, Twitter, Blogs Slideshare, etc.; Instagram, Pinterest, Snap	Blog Post #6 Read <i>The Facebook Effect</i> Using UGC & Social discovery tools <b>The Facebook Ad Challenge!</b>
<b>Session 8 SAT</b>	<b>Social Content Marketing:</b> Content strategies; Online PR, Community & Link Building Strategies; Customer Input & Support	BP, Dell, Old Spice Dell Ideastorm	Blog Post #7 Using Social Media Monitoring tools; SocialMention, Sparktoro, FollowerWonk, etc.
<b>Session 9 SAT</b>	<b>Mobile and Location Based Services:</b> Mobile Marketing, Apps & Ecosystems, the Check-in & Local	iOS vs. Android Apps vs. Mobile Web	Blog Post #8 MobileTest.me Google tester
<b>Session 10 SAT</b>	<b>E-Commerce and Shopping</b> Shopping Ads; Site Analytics & Conversion Tracking, Landing Pages; Loyalty and Offers	Google Shopping, Amazon PLAs; Facebook	Blog Post #9 Project Presentations Read <i>The Everything Store</i> Google Analytics & Goals; A/B tester
<b>Group Projects are due in class at the beginning of Lecture 11.</b>			
<b>Session 11 SAT</b>	<b>Online Business Models &amp; Strategies:</b> Media, Services, and E- Commerce; SaaS and Freemium	Amazon, eBay, Bricks and Clicks Media models	Blog Post #10 Economics of various business models; SaaS tools
<b>Individual Final Exams are due in class at the beginning of Lecture 12.</b>			
<b>Session 12 SAT</b>	<b>Emerging Technologies:</b> Gaming and E-sports New Platforms and UI/Interfaces Augmented Reality/Virtual Reality Internet of Things	Gaming platforms; Augmented & Mixed Reality apps; Google Glass and wearables	A/R Browsers; Google Cardboard demo