



Digital Marketing

SHORT COURSE DESCRIPTION

The goal of this course is to provide insights on how modern industry is adopting new emerging media and technologies as marketing tools. In a digital sphere, modern consumers go through the stages of awareness, intent, conversion and finally retention. The course will focus on how digital media have revolutionized the interactions between firms and consumers along this journey. New technologies offer powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitate conversion, and social media both energizes and retains customers.

TEXTBOOK

1. Dave Chaffey & Fiona Ellis-Chadwick (2019), 7th Edition, ISBN-13: 9781292241579. Digital Marketing, Pearson; Available at KYOBO Book Store Gwanghwamun (Foreign Books Department; Phone: 02-397-3451)
2. Harvard Business Review Cases: Additional reading materials can be purchased online from the Harvard Business Online store (URL provided here: XXXXX).

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.

| Grading | | Scale | | |
|---------------|------|--------------|----|------|
| Participation | 30% | 90-100% | A | PASS |
| Final Exam | 40% | 87-89% | B+ | PASS |
| Brand Audit | 30% | 84-86% | B | PASS |
| | | 80-83% | B- | PASS |
| | | 77-79% | C+ | PASS |
| | | 74-76% | C | PASS |
| | | 70-73% | C- | PASS |
| Total | 100% | 67-69% | D+ | PASS |
| | | 60-66% | D | PASS |
| | | 59% or lower | F | FAIL |

CLASS PARTICIPATION

The class participation grade will be based on the frequency and quality of your comments (for attendance policy please refer to the last page of the syllabus). I will often direct questions to the class as a whole or towards specific individuals – thus, be prepared to be "cold called" (If you find this extremely aversive, please let me know). Keep in mind that your grade for participation is not simply a function of the amount of "air time" or "space" you take up. You will be evaluated on how well you respond to the questions and how effectively you take into account the comments and analyses of your classmates.

FINAL EXAM

There will be only one exam in this class: Final Exam on the last day. The exam will cover material presented in class lectures, textbook chapters, case assignments, class discussions, and any other material assigned. The format of the exam will be discussed prior to the date given, but may consist of multiple choice, fill-in-the-blank questions, short answer, and/or an essay. No make-up exams will be given except in the case of a documented emergency or serious illness.

DIGITAL MARKETING CRITIQUE

You (or your team—depending on the class size) will deliver a 30-40-minute presentation to the class, where you select a company or brand which has a plenty of marketing communications on any digital platform. Describe the research you have conducted and your recommendations for the brand and its digital marketing strategy. Critique their marketing communications. Below is the list of headings and subheadings you might include in your paper. This is just a guideline; feel free to modify the format as needed (i.e., you don't have to have all the elements listed – only include important and relevant information).

- Audience Analysis:
 - Whom are the digital marketing communications intended for?
 - Where/how did they appear?
 - Do they reach the intended audience?
- Content:
 - What is the central point of the marketing communications?
 - Are the claims supported?
 - How is it personalized?
 - Examine the visual/verbal/interactive content: critique it.
- Placement:
 - Where/how is the communications placed in the given digital platform (e.g., banner, bumper ads, product placement)?
 - What is it surrounded by (other ads? story about? similar products?)
 - Is the placement appropriate?
- Effect:
 - Critique the effectiveness of the marketing communications.
- Recommendation:
 - What would you change to make its digital marketing strategy more effective?

You will present to the class on the assigned date (your presentation date appears in the course outline on the later part of this syllabus). Beginning on the day indicated in the course schedule, one (or two) teams will present on each day. You will have 30-40 minutes for the presentation. Be prepared to lead a short discussion (tip: bring some questions to class). Use of PowerPoint slides is encouraged.

This paper is due a day before your presentation date. Submit your PowerPoint slides by email with your team name (e.g., Team 1).

COURSE SCHEDULE

| Week & Date | Topics & Readings | Assignments/Presentations |
|-----------------|---|--------------------------------|
| WEEK I | Overview | |
| 6/27 Mon | Introduction; TedTalk | |
| 6/28 Tue | Ch 1: Introducing digital marketing | |
| 6/29 Wed | Ch 2: Micro-environment | Digital Marketing CritiqueTBA) |
| 6/30 Thu | Ch 3: Macro-environment | Digital Marketing CritiqueTBA) |
| WEEK II | Strategy & Planning | |
| 7/4 Mon | Ch 4: Digital marketing strategy | Digital Marketing CritiqueTBA) |
| 7/5 Tue | Ch 5: Digital media and the marketing mix | Digital Marketing CritiqueTBA) |
| 7/6 Wed | Ch 6: Relationship marketing | Digital Marketing CritiqueTBA) |
| 7/7 Thu | Ch 7: Digital customer experience | Digital Marketing CritiqueTBA) |
| WEEK III | Four Zones of Social Media | |
| 7/11 Mon | Ch 8: Campaign planning for digital media | Digital Marketing CritiqueTBA) |
| 7/12 Tue | Ch 9: Marketing communications | Digital Marketing CritiqueTBA) |
| 7/13 Wed | Ch 10: Evaluation | Digital Marketing CritiqueTBA) |
| 7/14 Thu | Harvard Case: Digital Marketing | Digital Marketing CritiqueTBA) |
| 7/15 Fri | Harvard Case: Airbnb | Digital Marketing CritiqueTBA) |
| WEEK IV | Data Management & Measurement | |
| 7/15 Mon | Harvard Case: Uber | Digital Marketing CritiqueTBA) |
| 7/16 Tue | Final Exam | Final Exam |

*This schedule may be revised, if needed. Changes to the schedule will be announced in class.