

Northwestern | Kellogg

MKTG-956 Digital Marketing Strategy

Course Syllabus

Prof. Garrett Johnson

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Office Hours: (by appointment)

Course Description

At the heart of marketing lie the consumer and their marketing journey through the stages of awareness, intent, conversion and finally retention. In this course, we will learn how digital has revolutionized the interactions between firms and consumers along this journey. Digital offers 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. Digital marketing is distinguished by the 3 “I”s that firms must master: immediacy, incrementality, and intimacy.

1. **Immediacy:** Firms can now vary their marketing activities cheaply and rapidly while receiving immediate feedback from their current and potential customers.
2. **Incrementality:** Firms can measure the incremental effect of their marketing activities using simple experimentation, thereby transforming the accountability of the marketing organization.
3. **Intimacy:** Firms have unprecedented abilities to target consumer niches, personalize marketing communications, and reach consumers on devices that are always within grasp. At the same time, firms must preserve this intimacy by respecting consumer’s privacy.

Course Structure (Note: subject to change due to speaker availability)

What makes digital different? Course Outline (Class 1)

Driving Awareness with Online Display Advertising

Immediacy Online Display Advertising Primer (Class 2)

Immediacy Measuring Online Display Ad Effectiveness (Class 3)

Incrementality Case Analysis: “Yahoo Retail Ad Experiment” (Class 4)

Guest speaker (Class 5)

Incrementality Advanced Campaign Measurement & Experimental Evaluation (Class 6)

Exploiting Consumer Intent with Search Advertising

Immediacy Sponsored Search Advertising (Class 7)

Incrementality Case Analysis: “Bazaar.com” (Class 8)

Immediacy Search Engine Optimization (Class 9)

Converting Customers with E-commerce

Immediacy Introduction to e-commerce (Class 10)

Immediacy Case Analysis: “Amazon vs. eBay” (Class 11)

Guest speaker (Class 12)

Retaining Customers with Social Media

Intimacy Content Marketing (Class 13)

Intimacy Case Analysis: “DEWmocracy” (Class 14)

Guest speaker (Class 15)

Intimacy Social Media Marketing (Class 16)

Intimacy Case Analysis: “DeltaAssist” (Class 17)

Privacy: Retaining Customers & Promoting Intimacy

Intimacy Online Privacy (Class 18)

Guest speaker (Class 19)

Class Wrap-up (Class 20)

Biography

Dr. Garrett Johnson is a Visiting Assistant Professor of Marketing at Kellogg School of Management. Professor Johnson teaches Digital Marketing Strategy (MKTG-956) exclusively at Kellogg. Professor Johnson received his PhD from Northwestern University and a BA from the University of British Columbia.

Professor Johnson's research examines digital marketing and e-commerce. Prof. Johnson encourages companies to use experiments to measure the effectiveness of their marketing efforts and improve decision-making. His work focuses on the market for online display and both seeks to measure ad effectiveness and examines the privacy consequences of consumer tracking. Professor Johnson works with Internet companies—including Facebook, Google and Yahoo!—to answer these questions with Internet-scale data.

Course Materials

- ✓ Course pack with cases & some readings
- ✓ Optional online text: "Digital Marketing Essentials"
 - Purchase at <https://home.stukent.com/join/037-FC4>
- ✓ Lecture notes will be provided in class and on Canvas.
- ✓ Readings will be uploaded or linked to Canvas for you.
- ✓ I recommend podcasts (also available in iTunes) as resources for Digital Marketing
 - Internet Marketing: <http://feeds.feedburner.com/AcademyIM>
 - Digital Marketing: <http://feeds.feedburner.com/targetinternet>
 - See also YouTube channel: <https://www.youtube.com/user/TargetInternet>

Grading:

1. Participation & Professionalism	15%	Individual
2. Assignments	20% (10% each)	Pairs
3. HootSuite Portfolio	10%	Individual
4. Social Media Consulting Project	20%	Group
5. Final Exam	35%	Individual

All assignments are due in hard copy format at the beginning of class on the due date.

Assignments will not be accepted after the due date and exams may not be taken late. Turning in assignments after the due date or taking an exam late may provide a student with an "unfair advantage over other students." Students unable to complete the course assignments and exams by the due date will receive a zero and therefore may not pass this class.

Re-grade requests must be submitted within 10 days from when the assignment is returned.

Along with the graded assignment, you must attach a letter explaining why you are requesting a re-grade. While I will consider the specific concerns cited in your letter, I will re-grade the entire assignment.

Each element of the grade is discussed below.

1. Participation & Professionalism

Positive contributions to class discussion increase your score. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. Failing to attend an entire class session, poor preparation, and detrimental participation decrease your participation score. Please bring your nametag to every class.

Case discussions: Students find case discussions one of the most valuable parts of the course. When we discuss a case, effective discussions are only possible if everyone is well prepared. In a typical case session, I will open with a few remarks and then ask for your opinions on the case. Be prepared to “open” the case discussion with your analysis. If you are not well prepared, you should admit this and pass. Both your classmates and I will quickly discern shallow comments.

2. Assignments (2)

The class has two primarily quantitative assignments that ask you to analyze experiments. You may submit each assignment in pairs. The assignments must be submitted on Canvas and are due at the beginning of class.

3. HootSuite Portfolio

I ask that you follow course material from HootSuite Academy (henceforth HSA) in parallel with this course. The course schedule provides *suggested* dates to complete the individual portfolio requirements as well as the *due date* to submit the completed portfolio via Canvas. I will hand out detailed instructions for the HSA assignment in class.

About HootSuite: HootSuite is the most widely used social media management system. HootSuite is used by 800+ of the Fortune 1000—including WWF, PepsiCo, Virgin, Sony Music—and over 15 million users. HootSuite allows businesses and organizations to collaboratively execute social media strategies across the main social networks from a single dashboard. Advanced functionality includes tools for audience engagement, team collaboration, account security and comprehensive analytics for end-to-end measurement and reporting.

About HootSuite Platform Certification: Students can receive HootSuite Platform Certification for free (the \$99 fee is waived with a coupon code that I will provide). HootSuite Certified Professionals are publicly listed on HootSuite’s website at <http://learn.HootSuite.com/social-media-consultants>. Students may wish to list their certification on their CV and/or LinkedIn profile.

4. Social Media Consulting Group Project

In this project, you will work in teams of 3-4 students to provide social media consulting to an organization (business or non-profit) of your choice. Your group should choose an organization that has the resources to use social media, but is not meeting its own potential. The assignment has two integrated parts:

- A) Marketing personas & audit: You will create two marketing personas that represent the organization's target segments. Then, you will critically assess whether the organization social media marketing with respect to one of these personas.
- B) Plan social media campaign & create sample content: Building on the elements of the first part, your group will specify the goal for a campaign targeting the audited persona in part A. You will describe a social media campaign's key elements and its distribution strategy. Finally, you will create sample content for the campaign.

I will hand out detailed instructions for the Group Project assignment in class.

5. Final Exam

The final exam covers all course material including the required readings though has little emphasis on HSA. Students may wish to prepare written summaries of the required readings as preparation. The final will be closed book and closed note. See Kellogg's exam schedule for the date, room, and time.

If you do not satisfactorily complete a final exam, you cannot pass the course. This includes, but is not limited to, failing to submit a final exam or extremely poor performance on the final exam.

Honor Code

As with all Kellogg courses, by enrolling in this course you agree to abide by the Kellogg Honor Code (<http://www.kellogg.northwestern.edu/policies/honor-code.aspx>). You are expected to work individually or in groups when permitted. You should not be working with students from another team. In addition, you should not be using solutions or student assignments from previous quarters. In short, any written work should be entirely your own (or your team's for assignments).

Course liaison

We will choose a representative among you to serve as a liaison between the class and the professor. Duties include helping to organize lunches between students and the professor.

Laptops and Electronic Devices

No laptops or other electronic devices in class, please. Ironic, I know.

MKTG-956 HSA Portfolio Individual Assignment

I ask that you follow course material from HootSuite Academy (henceforth HSA) in parallel with this course. See the course schedule for a list of videos and portfolio requirements by date. The dates to complete the individual portfolio requirements are *suggested* dates, but I require that you upload a digital copy of your complete portfolio to Canvas on the specified due date.

Portfolio: Your portfolio consists of a series of 5 appropriately formatted screenshots. See the next page for examples. The screenshots must include your name.

Grading: Portfolio grade is by completion for the following components.

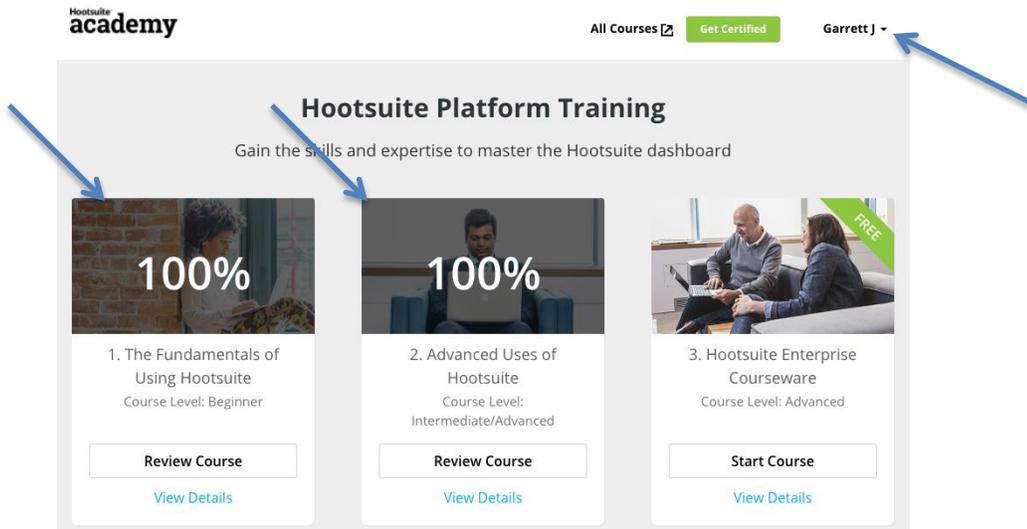
- (60%, 12% each course) Take the following select courses:
 - Hootsuite Platform Training (1 screenshot)
 - 1. The Fundamentals of Using Hootsuite
 - 2. Advanced Uses of Hootsuite
 - Social Marketing Training (1 screenshot)
 - 3. Social Media Strategy - from A to Z
 - 5. Content Marketing Fundamentals
 - 6. Social Advertising Fundamentals
- (30%) Pass HootSuite Certification Exam: Access your certificate from your account in the certified professional's directory (1 screenshot)
- (10% total) Screenshots of HootSuite in action
 - (a) Your HootSuite dashboard with at least 3 tabs where the open one has at least 3 streams (redact any content you view as sensitive) (1 screenshot)
 - (b) Pick a topic to research in HootSuite and take a screenshot of each of following streams in three separate tabs (1 screenshot)
 - (i) Keyword search
 - (ii) Geo-targeted search

Some advice: Do not leave this to the last minute.

HootSuite Academy Screenshots

The screenshots must include your name

Example: Hootsuite Platform Training screenshot

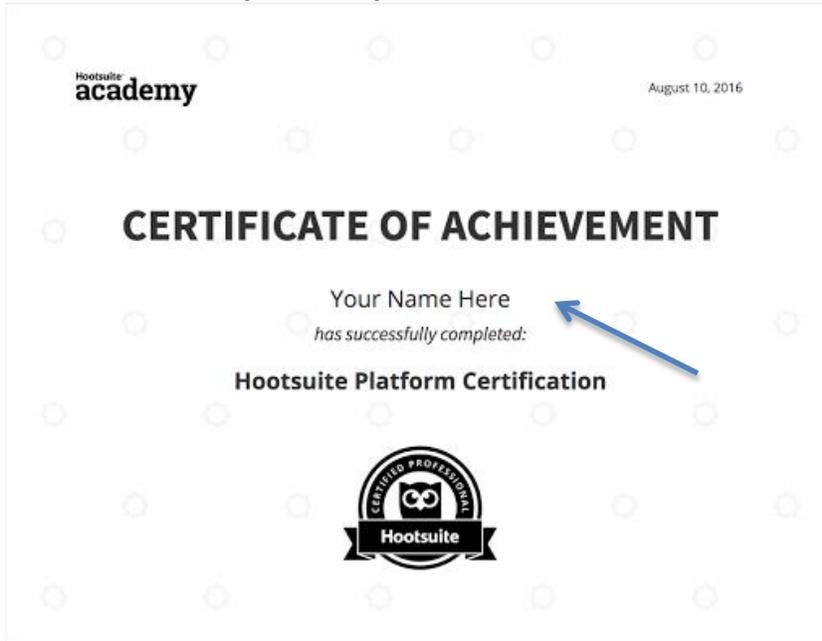


The screenshot shows the HootSuite Academy website interface. At the top left is the HootSuite Academy logo. To the right are links for "All Courses" and a green "Get Certified" button. The user's name "Garrett J" is displayed in the top right corner, with a blue arrow pointing to it. Below the navigation is a header for "Hootsuite Platform Training" with the subtext "Gain the skills and expertise to master the Hootsuite dashboard". Three course cards are displayed below:

- 1. The Fundamentals of Using Hootsuite**
Course Level: Beginner
Buttons: Review Course, View Details
- 2. Advanced Uses of Hootsuite**
Course Level: Intermediate/Advanced
Buttons: Review Course, View Details
- 3. Hootsuite Enterprise Courseware**
Course Level: Advanced
Buttons: Start Course, View Details

Each course card features a "100%" completion indicator and a small image. A green "FREE" banner is visible on the right side of the third course card.

HSA Hootsuite Platform Certificate



The screenshot shows a HootSuite Platform Certificate of Achievement. At the top left is the HootSuite Academy logo. At the top right is the date "August 10, 2016". The main text reads "CERTIFICATE OF ACHIEVEMENT" in large, bold, black letters. Below this, it says "Your Name Here" followed by "has successfully completed:" and "Hootsuite Platform Certification". A blue arrow points to the text "Your Name Here". At the bottom center is the HootSuite Certified Professional logo, which features an owl icon and the text "CERTIFIED PROFESSIONAL" and "Hootsuite".