

## MKT 7080 (G07) (3.0 CH) DIGITAL MARKETING SUMMER 2023

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### **INSTRUCTOR**

|        |  |               |                             |
|--------|--|---------------|-----------------------------|
| Name:  | Harsha Kamatham  | Office        | See UM Learn                |
| Phone: | See UM Learn   | Location:     |                             |
| Fax:   | N/A  | Office Hours: | 6pm-9pm W or By Appointment |
| Email: | <a href="mailto:Harsha.Kamatham@umanitoba.ca">Harsha.Kamatham@umanitoba.ca</a> | Class Room:   | Drake 122                   |
|        |  | Class Time:   | 6:15pm-9:30pm TR            |

### **COURSE DESCRIPTION**

Over the last few decades firms have adopted internet-based technologies and made them part of their marketing strategy. Yet, today's managers are still struggling with this ever-evolving medium. In this course, students will gain an understanding of new technologies, tools and techniques that marketers are using to reach & understand consumer needs. Students will learn concepts & tools that have endured over these years. We will discuss concepts such as search engine optimization, search and display ads, social media along with topics on measurement of advertising effectiveness and campaign evaluation criteria. We will spend a significant amount of time on gaining hands-on experience through a simulation tool that closely mimics the real world. Towards the end, we will discuss topics such as regulation, privacy issues, mobile marketing, social media.

Class discussions based on cases, academic papers & readings will drive learning in this class. Students will work on assignments and conduct company analyses with a focus on digital marketing technologies. By the end of the semester, students will gain an understanding of digital marketing concepts and the knowledge that will help them navigate through the ever-evolving field. They will be able to evaluate marketing impact of various digital & non-digital channels and be able to use these concepts beyond digital marketing.

### **COURSE OBJECTIVES**

On course completion, you should be able to:

- Discuss new technologies that marketers use
- Assess and use digital marketing tools
- Discuss various digital marketing channels
- Use data to manage marketing strategies

- Create a digital marketing strategy
- Discussion emerging issues related to regulation & privacy

**Note: ALL the course materials (cases, textbook, lecture slides, notes etc.) are copyrighted by their respective owners (HBSP/Ivey, Stukent and the instructor). You don't have anyone's consent to post this material anywhere on the internet. Posting this content on any online channel is prohibited.**

## **COURSE MATERIALS**

Case studies, academic papers, textbook and online resources would be primary sources for reading material. Student success will depend on their preparation, and I expect students to be fully prepared before the class begins and are ready to discuss the key issues. Digital Marketing Essentials (Textbook and Mimic Pro simulation bundle) will be available through UM BookStore. I will be providing (via UM Learn) the Mimic Pro access details before the 1<sup>st</sup> class. Case studies for this class should be available with UM bookstore or from the publisher.

## **COURSE ASSESSMENT**

Final grade will be based on following components and their weights.

|                               |     |
|-------------------------------|-----|
| Assignment 1                  | 10% |
| Assignment 2                  | 10% |
| Final Exam                    | 10% |
| Mimic Pro Simulation          | 10% |
| Mimic Pro Discussion          | 10% |
| Attendance & Case Discussions | 10% |
| Case Analysis                 | 10% |
| Company Analysis              | 10% |
| Social Media Audit            | 10% |
| In-class Presentations        | 10% |

## **Assignments**

Instructor will post instructions on how to complete & submit the assignments on UM Learn. Students should form a group (3 or 4 members) to work on these assignments.

## **Exam**

Instructor will announce the date & time on UM Learn. You will be able to access the final exam on UM Learn, on the due date. Topics we discuss in class, assignments, cases and Digital Marketing Essentials textbook will be part of the final exam.

## **Mimic Pro**

Mimic Pro is a web-based simulation tool available with Digital Marketing Essentials textbook. Instructions on how to purchase Mimic Pro will be available on UM Learn. You will complete about 10 rounds, which will involve taking decisions on various digital marketing related activities (SEO, Search and Display Ads). Further, students will be required to create a **video** (no more than 3-minutes long), in which they should talk about the key learnings after submitting the 10<sup>th</sup> round of Mimic Pro simulation. In this video, students should also discuss how they could have done better, how would this experience help them in real-life situations and any other salient points that they wish to discuss. This video should be uploaded on UM Learn per the due date in this document.

### **Attendance & Class Discussions**

Your class participation grade will depend on the quality of your comments. You should strive to provide comments that add value to the situation described in the cases or the topic for the day. You should also take into consideration what other classmates said. The goal is to participate in a constructive manner and take the discussion forward. Attendance is mandatory, however, if you have a work-related commitment (training, sales travel etc.), please let me know in advance.

### **Case Analysis**

On days with case discussions, submit a 1-page document outlining your thoughts about that case. Submissions are due before the class begins. Submit the 1-pager for any **5** of the 7 cases (I don't expect a case analysis for Case 1). Be concise, logical, and thorough. Please provide relevant recommendations. Submissions with grammatical errors or spelling mistakes will receive zero points.

### **Company Analysis & Social Media Audit**

These are two different exercises meant to help students understand the digital marketing landscape and also perform a social media audit of a chosen firm.

You will work with a group (can be same as the group that was formed for assignments) and pick a firm related to the digital marketing landscape. Please choose firms that are category leaders (ex: the firm "Taboola" in the "Native Advertising" industry). For this exercise, conduct a company analysis and study its eco-system (services, competition, regulation, privacy etc.). Our goal is to create a comprehensive list of products & services in the space of digital marketing. As an example, you could look at "Taboola", a company that curates content depending on a website visitor's profile. Through this work, you could address the following (don't limit yourself to these points):

- What does Taboola offer? Specifically, what problem does Taboola address for its customers?
- Discuss the broader category under which Taboola falls. How would you describe this category? Who are the big players? Where does Taboola fit in this category? Who are Taboola's key competitors?
- What does Taboola do differently? Discuss how the firm evolved.

- Do you see any issues with Taboola’s approach? Does Taboola leave any unaddressed needs in this category?
- Where do you think Taboola is headed next? What about the category?
- How would privacy related regulations impact Taboola’s business? Would new technologies (think Artificial Intelligence and beyond) help or hurt Taboola?

Here are some categories from which you can choose. Choose one topic by the end of the 2<sup>nd</sup> class. Two groups cannot work on the same firm/category.

- Search Engine Optimization
- Local Internet Marketing
- Advertising Attribution
- Retargeting/Remarketing
- Native Ads (ex: Taboola or Outbrain)
- Digital Advertising Fraud (ex: Human)
- Email Campaign Management (ex: HubSpot)
- Experiments (Optimizely)
- Mobile Advertising
- Emerging Technologies (AR/VR, AI solutions)
- Social Media Management (ex: HootSuite)
- Influencer Marketing
- Content Marketing

With the same group, you will also work on a social media audit exercise. Your group should choose a local small or medium-sized business that you like or patronize. This could be a government entity as well (ex: Efficiency Manitoba or CRA etc.). You will create a single slide (2 at most) that highlights key information about social media activity of the firm. Remember, there is no template to work on as such. You are free to use whatever you think can best represent the state of social media use for your firm. These are broad guidelines: discuss the current efforts & outcomes (number of accounts – Twitter, FB, IG, frequency of activity, engagements for previous posts etc.), show us the best approach to increase engagement, list out the tools that can help accomplish goals, how will you use emerging social media platforms, trends, influencers etc.

### **In-Class Presentations**

Each group will present their work before the end of the semester. Your presentation will be your final report and primarily drawn from your company analysis/audit. For company analysis, each group will get 20-25 minutes to discuss their work. For company analysis, make sure you have a “money” slide – a slide that highlights the most important takeaways about the firm and the industry. Apart from final presentation, you will also work with your team (in-class) on website & ad design. You will present your work and discuss why your offering (your website) is superior and why your ads are worth clicking. You can follow the guidelines from textbook on website design, ad copy design to accomplish this task. You don’t need to know coding to design a website or be proficient at ad copy design for doing this task.

## Submission Guidelines

Submit all reports, case analyses, assignments, and slides by noon, on the due date. Upload your work under "Assignments" in UMLearn. You will automatically lose 50% of assignment grade if you submit your work late (after 12N), 50% of remaining grade after 24 hours and by the 5<sup>th</sup> day you will receive close to zero points.

Submit Mimic Pro rounds by 11:59 p.m. on the due date. Final grades will be assigned as follows;

| Cumulative Marks | Grade | GPA | Performance    |
|------------------|-------|-----|----------------|
| 90-100           | A+    | 4.5 | Excellent      |
| 80-89.99         | A     | 4.0 | Very Good      |
| 75-79.99         | B+    | 3.5 | Good           |
| 70-74.99         | B     | 3.0 | Satisfactory   |
| 65-69.99         | C+    | 2.5 | Marginal       |
| 60-64.99         | C     | 2.0 | Unsatisfactory |
| 50-59.99         | D     | 1.0 | Unsatisfactory |
| 49.99 and below  | F     | 0.0 | Unsatisfactory |

**NOTE: Class attendance is required. Missing more than 20% of this course due to absence from lectures may result in a failing grade.** It is your responsibility to inform your professor, in advance if possible, of your absence and the reason for it:

- 1) if **medical**, self-declaration form must be submitted for an illness lasting 5 consecutive days or less <https://umanitoba.ca/governance/governing-documents-students#self-declaration-for-brief-or-temporary-student-absences>, no later than 48 hours after the end of the brief absence; a medical note from your physician must be submitted for an illness lasting more than 5 days;
- 2) if a **work commitment**, a signed letter on letterhead from your supervisor is required in advance, noting clearly the date(s) you must be away for your work commitment(s);
- 3) if for **student competitions**, an email from your Asper team coach must be received in advance indicating the dates you are away at competition.

The professor will then decide how to deal with the impact of the missed classes on your final grade.

## **COURSE SCHEDULE**

This course outline is TENTATIVE and subject to change.

| Day      | Topic   | Readings   | Due  |
|----------|---|--|--|
| May 02   | Introduction, Digital Marketing Strategy, A/B Testing, Ad Campaigns on Google Ads; Mimic Pro Round 1<br>Case 1: Rocket Fuel - Measuring Effectiveness of Online Advertising | Case 1, Chapters 1 & 13;<br>Programmatic Ads*, A/B Testing*, Targeted Advertising* | Form groups of 2-3 and send the list of teammates to the instructor<br>(No need to submit case analysis) |
| May 04   | Case 2: Squatty Potty - Assessing Digital Marketing Campaign Data<br>Digital Advertising – Search Ads, Display Ads, Cookies, Retargeting                                    | Case 2,<br>Chapter 6, 7  | Case Analysis  |
| May 09   | Case 3: Gap Inc - Consumer Tastes & Big Data; Data Analytics; Basics of SEO (on-site)   | Case 3, Chapters 2, 3, 4<br><a href="#">SEO 101</a>                                | Choose Firm/Industry for company analysis<br>Mimic Pro Rounds 1 & 2; Case Analysis                       |
| May 11   | Case 4: Hubble Contact Lenses; SEO (off-site); In-Class Activity: Website Design  | Case 4, Chapter 5;   | Mimic Pro Round 3<br>Case Analysis   |
| May 15   |   |  | Assignment 1   |
| May 16   | Case 5: David's Bridal – CRM in Digital Age; Email Marketing  | Case 5, Chapter 8;<br><a href="#">CANSPAM</a> & <a href="#">CASL</a>               | Mimic Pro Round 4<br>Case Analysis   |
| May 18   | Case 6: Wendy's – Capitalizing on Social Media<br>Social Media Marketing: e-WOM; Influencers, Virality;   | Case 6,<br>Chapter 9, 10;00<br>Virality*   | Mimic Pro Round 5<br>Case Analysis   |
| May 23   | Case 7: Drop Technologies Inc – Influencer Marketing<br>In-Class Activity: Search & Display Ad Design   | Case 7   | Mimic Pro Round 6<br>Search & Display Ads<br>Designed by teams<br>Case Analysis                          |
| May 25   | Case 8: Disney+ and Machine Learning; Advances in Digital Marketing: Mobile Marketing, AR/VR; Privacy regulations   | Case 8,<br>Geo-location*;<br>Privacy 1*; Privacy 2*; Chapter 12                    | Mimic Pro Round 8<br>Assignment 2<br>Case Analysis   |
| May 30   | Company Analysis Presentations<br>Social Media Audit Presentation   |  | Mimic Pro Round 9<br>Company Analysis &<br>Social Media Audit<br>Slides                                  |
| June 01  | Guest Speaker: TBD<br>Company Analysis Presentations<br>Social Media Audit Presentation   |  | Mimic Pro Round 10   |
| Jun 03   | Mimic Pro   |  | Video  |
| June TBD | Final Exam  | Everything   | Final Exam   |

\* Content (PDF) available on UM Learn

## **ACADEMIC REGULATIONS AND STUDENT SERVICES**

### **HUMAN ETHICS APPROVAL FOR DATA COLLECTION**

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM's Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will be or you need to. **When in doubt, please talk to your instructor.**

Instructions and forms to apply for human ethics approval can be found at:

<http://umanitoba.ca/research/orec/ethics/guidelines.html>

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

The following do not require REB approval:

- a) Projects where students are conducting the research on themselves during class time;
- b) Projects involving the use of records or information that is in the public domain, including the use of anonymous secondary data and surveys or questionnaires that have already been published;
- c) Projects involving the use of naturalistic observation where there is no reasonable expectation of privacy (i.e. public park).
- d) Practicum or job training projects where students are fully integrated into the organization's operational practices and are not conducting research;
- e) Projects where the intent is to use the information to provide advice, diagnosis, identification of appropriate interventions or general advice for a client;
- f) Projects where the intent is to develop skills which are standard practice within a profession (e.g. observation, assessment, intervention, evaluation, auditing); or
- g) Projects where the information gathering processes are part of the normal professional relationship between the student and the participants.

**If you have any questions, please contact [humanethics@umanitoba.ca](mailto:humanethics@umanitoba.ca) or your instructor.**

## UNCLAIMED ASSIGNMENT POLICY

Pursuant to the FIPPA Review Committee's approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

## **STUDENT SERVICES AND SUPPORTS**

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports. If you have any questions or concerns, please do not hesitate to contact your instructor or the Graduate Program Office.

| <b>For Information on...</b>   | <b>...follow this link</b>                       |
|--|--|
| Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams                               | <a href="#">Asper Graduate Student Resources</a> |
| Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>         | <a href="#">MBA Student Handbook</a>             |
| Help with research needs such as books, journals, sources of data, how to cite, and writing                          | <a href="#">Library Resources</a>                |
| Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills | <a href="#">Writing and Learning Support</a>     |
| Support and advocacy for students with disabilities to help them in their academic work and progress                 | <a href="#">Student Accessibility Services</a>   |
| Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations           | <a href="#">Copyright Office</a>                 |
| Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures           | <a href="#">Academic Integrity</a>               |
| Policies & procedures with respect to student discipline or misconduct, including academic integrity violations      | <a href="#">Student Discipline</a>               |
| Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns | <a href="#">Student Advocacy</a>                 |
| Your rights and responsibilities as a student, in both academic and non-academic contexts                            | <a href="#">Your rights and responsibilities</a> |
| Full range of medical services for any physical or mental health issues  | <a href="#">University Health Service</a>        |
| Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault      | <a href="#">Health and Wellness</a>              |



|   |  |
|---|--|
| Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling. | <a href="#">Student Counselling Centre</a>               |
| Support services available for help regarding any aspect of student and campus life, especially safety issues   | <a href="#">Student Support Case Management</a>          |
| Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being  | <a href="#">Live Well @ UofM</a>                         |
| Help with any concerns of harassment, discrimination, or sexual assault   | <a href="#">Respectful Work and Learning Environment</a> |
| Concerns involving violence or threats, protocols for reporting, and how the university addresses them  | <a href="#">Violent or Threatening Behavior</a>          |

# ACADEMIC INTEGRITY

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I.H. Asper School of Business, The University of Manitoba

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any misconduct in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic misconduct under the heading "Plagiarism and Cheating." Specifically, acts of academic misconduct include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic misconduct. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic misconduct involving a graduate student (i.e. MBA, MFin, MSCM, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.

## FACULTY BIOGRAPHY

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I.H. Asper School of Business, The University of Manitoba

### **Harsha Kamatham**

Marketing Department  
Asper School of Business

Harsha joined Asper School of Business in August 2020. He holds a Ph.D. in Marketing (Management Science) from The University of Texas at Dallas. His research interests include areas such as social media, advertising, multi-channel retailing. He uses econometric methods to answer research questions in these fields. More specifically, he uses causal inference methods to address policy related research questions using observational data. He teaches Marketing Research & Digital Marketing.

Before moving to academia, he worked with large industrial businesses in the US & India for 10 years.