

MKT 7080 (G07) (3.0 CH)
DIGITAL MARKETING
SUMMER 2022

INSTRUCTOR

Name:	Harsha Kamatham	Office Location:	See UM Learn
Phone:	See UM Learn	Office Hours:	7pm-10pm W or By Appointment
Email:	Harsha.Kamatham@umanitoba.ca	Classroom:	Drake 106
		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

AACSB Assurance of Learning Goals and Objectives.

The Asper School of Business is proudly accredited by AACSB. Accreditation requires a process of continuous improvement for the School and our students. Part of “student improvement” is ensuring that students graduate with the knowledge and skills they need to succeed in their careers. To do so, the Asper School has set the **learning goals and objectives** listed below for the **MBA Program**. The checked goal(s) and objective(s) will be addressed in this course and done so by means of the items listed next to the checkmark.

	Goals and Objectives in the MBA Program	Goals and Objectives Addressed in this Course	Course Item(s) Relevant to these Goals and Objectives
1	Strategic Thinking Students will think critically and creatively about solutions to organizational problems, considering short-term and long-term goals, resources, risks, and opportunities.		
	A. Students are able to identify situations where strategic thinking is necessary.	✓	Case Analysis
	B. Students are able to identify different strategies.	✓	Case Analysis
	C. Students are able to perform a basic strategic analysis.	✓	Case Analysis
	D. Students are able to recommend strategic alternatives and their implementations.	✓	Case Analysis
2	Global Perspective Students will adopt a global mindset in considering organizational decisions.		
	A. Students have an awareness of global diversity, and multicultural awareness.	✓	Case Analysis
	B. Students have an awareness of different global perspectives.	✓	Case Analysis
	C. Students have been exposed to global business environments through course materials	✓	Case Analysis
3	Ethical Mindset Students will consider ethical and moral issues when analyzing and recommending solutions to organizational problems.		
	A. Students demonstrate an understanding of the responsibility of business in society.	✓	Case Analysis
	B. Students demonstrate an understanding of ethical decision making.	✓	Case Analysis
	C. Students demonstrate moral development in ethical decision making.	✓	Case Analysis
	D. Students demonstrate an understanding of the responsibilities of a leader's role as it relates to ethics.	✓	Case Analysis
4	Quantitative and Financial Proficiency Students will demonstrate the ability to approach organizational issues using quantitative and financial analysis.		
	A. Students are able to identify that a problem containing a quantitative aspect exists.	✓	Case Analysis
	B. Students are able to apply financial methodologies in the answering of business questions.	-	
	C. Students are able to demonstrate a basic financial proficiency in understanding the role and flow of money in an organization.	-	
	D. Students are able to interpret the results of a financial analysis.	-	

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 either through bookstore or from Stukent. I will be providing (via UM Learn) the Mimic Pro access details before the 1st class. Case studies for this class should be available with UM bookstore.

COURSE ASSESSMENT

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

Assignment 1	10%
Assignment	10%
Final Exam	10%
Mimic Pro Simulation	20%
Attendance & Case Discussions	15%
Case Analysis	05%
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 will work on these assignments in groups of 2-3 (preferably 2 students per group, 3 in case a student can't pair up).

Exam

You can access the final exam on UM Learn. Questions will be based on the topics we discuss in class, assignments, cases and Digital Marketing Essentials textbook. Instructor will announce date & time on UM Learn.

Mimic Pro

Mimic Pro is a web-based simulation tool available with Digital Marketing Essentials textbook. Instructions on how to purchase the bundle (book & software) will be available on UM Learn. You will complete about 10 rounds by taking decisions on various digital marketing related activities.

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 case. 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, thorough and 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 of students (2-3, can be same as assignment group) and pick a firm related to the digital marketing landscape. Please choose firms that are category leaders (ex: Taboola for native ads). 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 2nd 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. This can help you earn up to 5% of the course grade. 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, slides on the due date before the class begins. Send your work (as attachments – PDF/PPT/DOCX) to my email address via your school email ONLY. You will automatically lose 50% of assignment grade if you submit your work late (after 6:15pm), 50% of remaining grade after 24 hours and by the 5th 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 absences may result in a failing grade. It is your responsibility to inform your professor in advance of your absence and the reason for it (medical documentation or employer note if away for a work commitment) is required. The professor decides how to deal with the impact of missed classes on your final grade.

COURSE SCHEDULE

This course outline is TENTATIVE and subject to change.

Day	Topic	Readings	Due
May 03	Introduction, Digital Marketing Strategy, A/B Testing, Ad Campaigns on Google Ads; Mimic Pro Round 1 Case 1: RF - Measuring Effectiveness of Online Advertising	Case 1, Chapters 1 & 13; Programmatic Ads*, A/B Testing*, Targeted Advertising*	Form groups of 2-3 and send the list of teammates to the instructor (No need to submit case analysis)
May 05	Case 2: SP - Assessing Digital Marketing Campaign Data Digital Advertising – Search Ads, Display Ads, Cookies, Retargeting	Case 2, Chapter 6, 7	Assignment 1 Case Analysis
May 10	Case 3: GI - Consumer Tastes & Big Data; Data Analytics; Basics of SEO (on-site)	Case 3, Chapters 2, 3, 4 SEO 101	Choose Firm/Industry for company analysis Mimic Pro Rounds 1 & 2 Case Analysis
May 12	Case 4: AB – Ad Toll Booth SEO (off-site); In-Class Activity: Website Design	Case 4, Chapter 5;	Mimic Pro Round 3 Case Analysis
May 17	Case 5: DB – CRM in Digital Age; Email Marketing	Case 5, Chapter 8; CANSPAM & CASL	Mimic Pro Round 4 Case Analysis
May 19	Case 6: W – Capitalizing on Social Media Social Media Marketing: e-WOM; Influencers, Virality; Social Media Audit Discussion	Case 6, Chapter 9, 10;00 Virality*	Mimic Pro Round 5 Social Media Audit Presentation Case Analysis
May 24	Case 7: DTI – Influencer Marketing In-Class Activity: Search & Display Ad Design	Case 7	Mimic Pro Round 6 Search & Display Ads Designed by teams Case Analysis
May 26	Case 8: HTC & VR Advances in Digital Marketing: Mobile Marketing, AR/VR; Privacy regulations Third Case Discussion	Case 8, Geo-location*; Privacy 1*; Privacy 2*; Chapter 12	Mimic Pro Round 8 Assignment 2 Case Analysis
May 31	Guest Speaker: TBD Company Analysis Presentations		Mimic Pro Round 9 Company Analysis slides
June 02	Guest Speaker: TBD Company Analysis Presentations		Mimic Pro Round 10
June 09	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.

If you will be collecting data only from other students in the class, you do not need REB approval. If you have any questions, please contact 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.

For Information on...	...follow this link
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	MBA Course Information
Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>	MBA Student Handbook
Help with research needs such as books, journals, sources of data, how to cite, and writing	Library Resources
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities
Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behavior

ACADEMIC INTEGRITY

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

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

Harsha

Marketing

I.H. 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 social media, consumption choices, and advertising. He uses econometric methods to answer research questions in these fields. More specifically, he uses causal inference methods to address 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.