

**MBAX 6350: Digital Marketing
Spring 2018**

Mon/Wed 2:00-3:20

Professor Laura Kornish

kornish@colorado.edu @laurakornish <http://leeds-faculty.colorado.edu/kornish/>

Office Hours: See D2L for posted hours and by appointment. Office = KOBL 479

Course Description

Digital marketing is an exciting area of marketing practice. The field includes online tactics that companies use to identify, reach, persuade, and satisfy customers. We will cover the following tactics: search engine optimization, website analytics, search and display ads, email marketing, social media, and social listening. As with all things based on technology, the tactics evolve. The course is designed to balance specific, concrete hands-on experience with recognition of broader, more abstract, longer-lived principles.

The course offering this semester is specially designed for students in the MS in Business Analytics program. We will leverage the programming, data manipulation, and data analysis skills that you have built in the program so far. Within the topic of digital marketing, we will focus on the elements that will be most relevant to your analytics careers. The three key elements are as follows.

- First, you need to understand the use of the various tactics: how do they work and what business objectives can they serve?
- Second, you need to know what sort of data is available with each one to gauge its effectiveness. You need to use that data to make digital marketing recommendations, recognizing the strengths and weaknesses of your arguments.
- Third, you need to be able to communicate the results of your technical analyses to business audiences.

The course is designed to give you experience with industry-relevant hands-on assignments and to equip you to be competitive for and successful in analytical digital marketing jobs.

About Me

I find I can be most helpful to your careers if I know a bit about you. Please upload your resumes to the designated dropbox in D2L and fill out the information sheet on the first day of class. I hope we get to know each other over the semester and beyond. In asking for that information from you, it feels appropriate to also share some information about myself.

My general biographical information is readily available from my Leeds site (<http://leeds-faculty.colorado.edu/kornish/>) and my LinkedIn (<https://www.linkedin.com/in/laurakornish/>). But if you want to know more about the real me, not just my titles and degrees, I suggest you check out my blog, <http://laurakornish.com/mbax6350/>. Especially relevant for you are my views on what makes for impactful teaching and learning. The other stuff is more personal (e.g., my family, books I love), which may also help us get to know one another. And may amuse you.

I think the most important thing you need to know about me is that *I am rooting for you.*

Please remember that in all of our interactions.

Course Materials

The course materials will be posted on D2L. There are no required course materials to purchase. You may choose to spend some money on course assignments (e.g., web hosting, paid advertisements, or data sources), but there are no specific required expenses.

Evaluation Components (1000 points total)

Assignments = 700 points total. All of these assignments can be completed *solo or with a partner*.

GRAMMYs Assignment = 250 points (120 for Part 1, 130 for Part 2)

Driving Traffic Assignment = 200 points

Intrinio Project = 250 points (100 for Part 1, 150 for Part 2)

Exam = 220 points

The exam is an in-class exam during the two class meetings during finals week.

Class participation = 80 points

30 points for small participation assignments throughout the semester

50 points for my subjective evaluation of your contributions to the class, made at the end of the semester

See further explanation below.

Class Participation

Small Participation Assignments: To make sure students are prepared for and engaged in class, there are eight activities throughout the term that serve as small graded participation assignments. Each one is worth 5 points. If you make a complete attempt at the assignment and follow all of the instructions, you will receive the full five points. If you do not make a complete attempt or do not follow the instructions, you will receive 0 points. Some of these assignments are for in-class activities. If you miss class on a day with one of those activities, you will not receive the points. There are no make-up opportunities for these assignments. However, there are 40 points available (8 assignments x 5 points each), so if you miss one or two, you can still receive the full 30 points in this category.

My Subjective Evaluation of Your Contributions to Class: Here are the considerations I use in evaluating class participation.

- Meaningful contribution to class discussions.
- Preparation.
- Enhancement of classroom learning environment beyond specifically dictated preparation.
- Attendance, punctuality, and non-verbal communication in class.
- Polite and professional interaction with me, guests, and classmates.

Attendance: If you have to miss class, you do not need to let me know. It is your responsibility to ask a *classmate* what you missed, to get all the relevant information from a classmate, and to make sure you complete any assignments. If you ask me, "I am going to miss class, is there anything I need to do?" I will know you have not read this section, and I will be appropriately surly with you.

Major Course Learning Objectives

1. Reinforce and expand your programming, data manipulation, and data analysis skills from prior courses in the MS program and your outside experience.
2. Improve your skills in communicating results of data analyses in writing and graphs. Create exquisitely designed and labeled data graphics that convey a message in the data.
3. Use simple content analysis and multiple user engagement metrics to evaluate the social media posts by a brand.
4. Know how to find, interpret, and use web traffic data via the Google Analytics (GA) reports and via the GA API: traffic volume measurement, traffic source tracking, site content measurement, goal conversions, and campaigns.
5. Create good web-based content. In other words, find a content creation tool that is within your technical capabilities and lets you create something visually appealing, and generate or curate content that will appeal to a specified target audience.
6. Advise a company about how to improve their search ranking through search engine optimization (SEO) best practices.
7. Be fluent in the vocabulary of digital advertising: know the different forms of advertising, understand the role of intermediaries between advertisers and publishers, know the different forms of advertising payment (CPM, CPC, CPA), and be able to differentiate forms of targeting.
8. Across digital marketing tactics, be able to evaluate performance of investments. For different evaluation approaches, understand the strengths and limitations, including attribution challenges.
9. Develop personal positions about ethical issues in digital marketing activities.
10. Know the marketer's legal obligations with respect to social media endorsements, email marketing, and treatment of intellectual property.
11. Persistently iterate to achieve gains across business and technical activities. For example, adapt to successes and failures in identifying and attracting a target audience, troubleshoot with technical tools to find solutions, and refine data visualizations for excellent communication.

Electronics Policy

There are many parts of class sessions where you will be using a computer. In the other parts, I will ask you to put away your electronic devices. I understand that computers can be useful for note taking, but I have found the use of electronics in class detracts from the classroom environment. The key issue is that during class discussions and lectures, I want your attention, and I want you to give your attention to your classmates when they are speaking. I have found this is impossible when students use devices.

Late Assignments

Grades on late assignments will be reduced by 10% of the full assignment points for each day an assignment is late. Late days are counted starting from the due date and time (an assignment 2 hours late is one day late; an assignment 26 hours late is 2 days late, etc.). All days, including weekends and holidays, count. Please double check that your assignments are uploaded. It is a good idea to save the "upload successful" receipt.

If you know that a deadline will be a problem for you, for some of the assignments, I may be able to grant an extension if you request it before the deadline. I am open to such requests.

Exam Expectations

We have an in-class exam during the Masters Finals Week. This is a different week from the regular university exam schedule. If you miss it due to a **documented emergency**, I will find a reasonable way to calculate your grade without the exam. If you miss the exam for some non-emergency reason (e.g., travel or a school or professional conflict), and you let me know before the exam, I will also find a reasonable way to calculate your grade without the exam. Be advised that for non-emergencies, the imputation will include a grade penalty of 15%-50% of the full exam points. The penalty will be higher for people who can't gracefully accept the penalty as a consequence of their own planning. Do not expect to be allowed to take the exam early or late to accommodate a conflict.

Honor Code

This is the recommended syllabus statement on the Honor Code from Academic Affairs:

All students enrolled in a University of Colorado Boulder course are responsible for knowing and adhering to [the academic integrity policy](#). Violations of the policy may include: plagiarism, cheating, fabrication, lying, bribery, threat, unauthorized access to academic materials, clicker fraud, resubmission, and aiding academic dishonesty. All incidents of academic misconduct will be reported to the Honor Code Council (honor@colorado.edu; 303-735-2273). Students who are found responsible for violating the academic integrity policy will be subject to nonacademic sanctions from the Honor Code Council as well as academic sanctions from the faculty member. Additional information regarding the academic integrity policy can be found at the [Honor Code Office website](#).

I completely endorse this statement. My standards of proper behavior are very high. I don't think it is OK to pretend to be in class when there is a small participation assignment so you can get the points. I don't think it is OK to check answers with another person outside your partner on a graded assignment. Things that you might consider "minor" transgressions are not minor to me. I see them as the gateway drug to really bad habits in your academic and professional lives. Therefore, if I suspect you of violating the Honor Code, I will report my suspicion to the Honor Code Council. Yes, this will be a stressful inconvenience for both you and me. It may hold up you getting your degree in a timely manner. Using the formal process is the only way that I can, through my actions, convey how strongly I feel about this.

tl;dr: Don't cheat or do anything that may be considered cheating. If you aren't sure, ASK ME.

Disability Services

This is the recommended syllabus statement on Disability Services from Academic Affairs:

If you qualify for accommodations because of a disability, please submit your accommodation letter from Disability Services to your faculty member in a timely manner so that your needs can be addressed. Disability Services determines accommodations based on documented disabilities in the academic environment. Information on requesting accommodations is located on the [Disability Services website](#) (www.colorado.edu/disabilityservices/students). Contact Disability Services at 303-492-8671 or dsinfo@colorado.edu for further assistance. If you have a temporary medical condition or injury, see [Temporary Medical Conditions](#) under the Students tab on the Disability Services website and discuss your needs with your professor.

Provisional Course Schedule: Please see D2L for the *actual* course schedule, along with detailed information about what to prepare for class.

You can treat the bolded due dates as firm. I will only adjust those in extreme cases. The 5 point assignments may float. The dates for those shown below are my current best guesses. Please see D2L for the official plan.

Class #	Date	Topic(s)
1	Jan 17	Class Introduction and Discussion of Course Assignments
2	Jan 22	Case Based on Student Project: Shinesty (5 points)
3	Jan 24	Discussion of GRAMMYs Assignment and Data
4	Jan 29	Visual Display of Data
5	Jan 31	Google Analytics (GA)
Saturday	Feb 3	GRAMMYs Assignment Part 1 due by 11:59 p.m. (120 points)
6	Feb 5	GRAMMYs Assignment Part 1 Debrief GA: Rex Specs Campaign (5 points)
7	Feb 7	GA: Demo Account, Goals, API, Search Console
8	Feb 12	GA: Attribution (and Catch-up) GRAMMYs Assignment Part 2 due by 11:59 p.m. (130 points)
9	Feb 14	GRAMMYs Assignment Part 2 Debrief Introduce Driving Traffic Assignment; Intellectual Property
10	Feb 19	Search Engine Optimization (SEO)
11	Feb 21	More on SEO (Driving Traffic Link due by 11:59 p.m., 5 points)
12	Feb 26	Catch-up day: Driving Traffic Check-in, SEO Questions
13	Feb 28	Search Ads
14	Mar 5	Search Ads
15	Mar 7	Search Ads (5 points) Driving Traffic Assignment due by 11:59 p.m. (200 points)
16	Mar 12	Introduction to Intrinio Project
17	Mar 14	Display Advertising (5 points)
18	Mar 19	Display Advertising
19	Mar 21	FTC Endorsement Guidelines/Affiliates Intrinio Project Round 1 due by 11:59 p.m. (100 points)
20	Apr 2	Social Listening (Intrinio questions, 5 points)
21	Apr 4	Q&A on Part 2 of Intrinio Project
22	Apr 9	Marketing Automation
23	Apr 11	Discussion of Ethical Dilemmas (5 points)
24	Apr 16	Domain Names (5 points) Intrinio Project Round 2 due by 11:59 p.m. (150 points)
25	Apr 18	Wrap-up
Apr 23 and Apr 25		Final Exam: First Day (120 points) = Closed Book, Second Day = Need Computer (100 points)