

# Digital Marketing

## MKT 382 Course Syllabus

Class time (MBA, 05720): TTH 9:30-11:00 am, CBA 5.328

Class time (MSM, 05715): TTH 12:30-2:00 pm, GSB 5.153

**Prof. Taylor Bentley**

**Spring 2017**

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Office Hours: Tuesday 2:00-3:00 PM or by appointment

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### Communication Policy

I encourage students to bring their questions and concerns to office hours to discuss in person. I can also be reached by e-mail.

### Honor Code

You are expected to work individually or in groups when permitted. You should not be working with students from another team. In short, any written work should be entirely your own (or your team's for assignments). Any incidence of plagiarism will be reported.

### Course Description and Objectives

This course has three main objectives:

1. Students will gain industry background knowledge to knowledgeably navigate Internet Marketing topics including online advertising, search, social media, and online privacy.
2. Students will learn to quantitatively and qualitatively evaluate an experiment to measure the effectiveness of business decisions and online advertising effectiveness in particular. Students will also gain knowledge to design and implement an experiment.
3. Students will become certified users of HootSuite, a social media management platform. Students will learn and apply best practices for social media marketing.

### Course Topics

These topics are subject to change. Initial plans are to cover the following:

1. E-commerce
2. Online advertising
3. Ad effectiveness measurement
4. Advance campaign measurement and experimental evaluation
5. Attribution

6. Social media marketing
7. Search
8. Behavior-based inference
9. Online privacy and policy implications

### Biography

Dr. Taylor Bentley is an Assistant Professor of Marketing at the McCombs School of Business at the University of Texas at Austin. Professor Bentley teaches Marketing Information and Analysis (MKT 460) and Digital Marketing (MKT 372, MKT 382) at McCombs. Prior to his graduate work, Professor Bentley worked in Hollywood producing movie trailers and TV commercials for upcoming films. He proceeded to earn both his PhD and MBA from Washington University in St. Louis and a BA from Principia College. Professor Bentley’s research applies economics to digital marketing and e-commerce. His work focuses on understanding how consumers search for information and what these consumer actions mean to firms selling goods and services online. Substantively, his work focuses on search advertising (e.g. sponsored search at Google and Yahoo!) and information search on a given product’s website. Professor Bentley works with internet companies to answer these questions with internet-scale data.

### Course feedback

This is a brand new class. As such, we will break once or twice during the semester to give you a chance to provide feedback to me.

### Course Materials

- ✓ Recommended Text: “Internet Marketing Essentials” <http://book.stukent.com/> (\$50)
- ✓ Harvard Case & Reading packet is available for purchase at Harvard Business Publishing website. The link will be posted on Canvas.
- ✓ Lecture notes will be provided in class and on Canvas.
- ✓ Readings will be uploaded or linked to Canvas for you.
- ✓ I recommend a few podcasts (also available in iTunes) as resources for Internet Marketing topics
  - Internet Marketing: <http://feeds.feedburner.com/AcademyIM>
  - Digital Marketing: <http://feeds.feedburner.com/targetinternet>
    - See also YouTube channel: <https://www.youtube.com/user/TargetInternet>
  - Under the Influence (amazing podcast about advertising in general): <http://www.cbc.ca/podcasting/includes/undertheinfluence.xml>

### Grading:

1. Participation	15%	Individual
2. Assignments (3)	20%	Pairs
3. Case Write-Ups (2)	10%	Group
4. HootSuite Assignment	5%	Individual
5. Social Media Consulting Project	20%	Group

## 6. Tests (2)

30%

Individual

All assignments are due at the beginning of class on the due date. Late assignments are not accepted. If you face extenuating circumstances and will not be able to meet a deadline, you must contact me well in advance to discuss the situation.

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. Please remember that small changes in your grade on a single assignment typically do not affect your overall course grade.

Each element of the grade is discussed below.

### **1. Participation**

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.

*Case discussions:* 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 (3)**

The class has three primarily quantitative assignments. You may submit each assignment in pairs. The assignments must be submitted as physical copies, which are due at the beginning of class.

### **3. Case Write-Ups (2)**

The class has two case discussions. Prior to each discussion, a short case write-up will be due in class. Each group will submit the write-up as a physical copy. The deliverable is a 1-page memo. (1 page maximum, 10pt font, double-spacing, 1 inch margins). An important skill in business is to communicate clearly and effectively in a concise manner. These write-ups are an exercise in such a skill.

#### **4. HootSuite Assignment**

You will become certified users of HootSuite. Proof of your certification will be turned in for assignment credit.

*About HootSuite:* HootSuite is a social media management system used by 744 of the Fortune 1000—including WWF, PepsiCo, Virgin, Sony Music—and over 8 million users. HootSuite describes itself as “a social relationship platform for businesses and organizations to collaboratively execute social media strategies across networks such as Twitter, Facebook, LinkedIn and Google+ Pages from one secure, web-based dashboard. Advanced functionality includes tools for audience engagement, team collaboration, account security and comprehensive analytics for end-to-end measurement and reporting.”

*About HootSuite Certification:* HootSuite Certified Professionals are publically listed on HootSuite’s website at <http://learn.HootSuite.com/social-media-consultants>. The listing only lasts while students are enrolled for HSU. Students may wish to list their certification on their CV and/or LinkedIn profile.

#### **5. 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). Your deliverables are a 8-10 page report and a 10 minute presentation. In this project you are asked to 1) diagnose social media problems and propose realistic solutions; and 2) use your HootSuite knowledge in a real world application. For more information, see the Group Project assignment appendix to the syllabus.

#### **6. Tests**

Two tests cover all course material including the required readings though has little emphasis on HSU and guest speaker sessions. The first test covers roughly the first half of the course while the second test covers the second half. Students may wish to prepare written summaries of the required readings as preparation. Tests will be closed book and closed note

### **Additional Information**

#### **Students with Disabilities**

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

#### **Religious Holy Days**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

#### **Policy on Scholastic Dishonesty**

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at <http://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

### **Campus Safety**

Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety>:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050 (or <https://operations.utexas.edu/units/csas/bcal.php>).
- Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.

## Appendix: Social Media Consulting Group Project

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### Objectives:

- Diagnose social media problems and propose realistic solutions
- Adapt social media best practices to an organization's needs
- Critically examine tradeoffs in managing an organization's social media presence

### Instructions:

In this project, you will work in teams of 3-4 students to provide social media consulting to an organization (business or non-profit). Your deliverable is a report that is 8-10 page double-spaced with page numbers and a reasonable sized font. Your report should follow these guidelines:

- Executive summary (1 paragraph)
- Introduction (1 page): Introduce the organization and its existing social media marketing strategy. Be sure to quantify the size of the organization and its social media.
- Audit (4 pages):
  - Specify the social media marketing strategy's ONE objective
  - Identify up to 3 key areas to improve
    - Each point must be supported by evidence
  - Suggest up to 4 recommendations total
    - Each recommendation must include its rationale as well as its expected impact and evaluate client's ability to implement the recommendation— all must be realistic and supported by evidence
    - In other words, perform a cost-benefit analysis
  - Some suggestions:
    - Critically examine suggestions to diagnose the most important problem and prescribe the best solution (e.g. after considering more alternatives)
    - All elements of the consulting report should be linked (goal, problem, solution)
- Implementation (4 pages): Demonstrate how to implement your suggested recommendations. Be sure to reference how some elements of your strategy makes use of HootSuite. To maximize the impact, you may wish to emphasize some recommendations or even omit others entirely. Some suggestions include:
  - Sample social media campaign
  - Draft social media responses to consumers FAQ
  - Find or generate examples of sharable content
  - Develop marketing personas
  - Write a social media policy
  - Market research using social media (e.g. research audience characteristics & needs, monitor organization's reputation & mentions, engagement analytics, analyze competitor's social media activity, identify and monitor influencers or leads)
    - Note: This data can also support the audit section

- Others? Be creative!
- **Writing:** The writing quality is part of your grade. Your writing should be clear and concise. Use active voice. The report should be formatted clearly and professionally.

Grading: 60% report (80% analysis & 20% writing quality) & 40% presentation.

Group members are expected to contribute equally. I will survey groups anonymously at the end of class and adjust grades of members with unequal contribution.

Choosing an Organization: You will choose your own organization to audit (see the advice below). The expectation is that you will not share your report with your client unless you discuss with me beforehand. If your group wishes, I may be able to suggest companies who are looking for assistance. Some advice for choosing an organization:

- To make this interesting, you probably do not want to choose a social media marketing leader like Coca-Cola. Instead you want to choose an organization with an interesting problem.
- Remember that your recommendations should be worth the organization's effort and should be sustainable in the long run (especially for small organizations).

Resources: Make use of course content including lectures, readings and Hootsuite. Students are encouraged to 'dive deep' by seeking out additional content (e.g. HootSuite Lecture Series) and gathering original evidence on the client, its audience and its competitors.

Deadlines:

- 1 paragraph proposal due (in-class): *[tbd]*
  - Proposal should specify your chosen 'client' and outline your ideas for the report. Specifically, you should specify the goal, areas for improvement, recommendations, and implementation.
- Report due (in-class): *[tbd]*