

**University of Florida**  
**MAR6722: Web-based Marketing**  
**Fall 2018 (Mod 1)**

**Instructor:** Woochoel Shin ([wshin@ufl.edu](mailto:wshin@ufl.edu); 352-273-3279)  
**Office Hours:** Any time by Appointment / Stuzin 255C  
**Class Meetings:** **Section 08HD:** MW 3-4 (9:35am – 11:30am) / Hough 250  
**Section 08HE:** MW 5-6 (11:45am – 1:40pm) / Hough 250

**Course Description:**

Digital technology has totally changed the marketing environment. Consumers spend significant portion of their time online and when buying a product, either collect information from the web or actually make a purchase on the web. The technology has also revolutionized marketing practice. Companies now reach consumers on every step along their purchase funnel and based on the data collected on the web (and other sources), customize their marketing offers to each individual consumer. The key to success in this digital environment is, therefore, to have a good understanding of the online marketing vehicles as well as the mastery of the data analysis techniques. This course provides relevant knowledge and skills to become a competent marketing manager in the digital age. By the end of the course, students will

- Develop a critical understanding of search engine marketing, social media marketing, and online advertising.
- Learn to evaluate and develop online marketing strategies, based on a strong data-driven skills.

\*There will be a heavy emphasis on the quantitative approach in this class. It is highly recommended that students have a good understanding of intro-level statistics and quantitative methods as well as a mastery of any software for data analysis (e.g., Excel, Stata, R, Matlab).

**Course Materials:**

- **Course packet**
- **Google Digital Garage**
- **Course slides**

There is no required textbook. Instead, the course packet is required.

**The course packet** contains core curriculum reading (Digital Marketing) and business cases. It is very important that students do the assigned reading before coming to each class. The course packet can be electronically purchased from <https://hbsp.harvard.edu/import/556159>.

**Google digital garage** is the free tutorials on online marketing provided by Google. You will need to watch videos and take quizzes for each topic that we go over, as a part of the class preparation (see the details schedule of classes). Once you complete all the topics, you will get the certification from Google, which you could add to your resume.

Additional materials (including **course slides**) will be posted in Canvas, by the night before the class meeting.

## Classes

You will experience several different pedagogical tools that help you understand online marketing principles and apply them to real marketing problems.

Lectures: In lectures, we will cover general principles together with some simple cases from the real world. The topics of the lectures are presented at the end of this syllabus. It is important for you to do the assigned readings for the class in advance, since lectures and discussions during the session will build on the assigned readings.

Case Discussions: In this course, you can learn as much as you think about the real-world problems. For this reason, we will discuss a few cases during the term. This may be an HBS case provided in the course packet, or a video case from some other sources. You can find the assigned case for each class in the detailed course schedule. For every assigned case, you need to be prepared to discuss in class. To facilitate the discussion, I will provide a few discussion questions in advance and you may be cold-called in some occasions. Participation score will be determined by both quantity and quality of your discussion.

Bulletin Board Discussion: While in class we discuss general principles, students can also learn from each other on specific cases or deeper analyses of cases, by having bulletin board discussion in Canvas. The participation is voluntary but will be counted towards the participation score of the final grade. You can introduce new changes to the online marketing environment, analyze the strategy/tactics of a firm, or ask a question on any issue relevant to the course that could motivate a further discussion. All postings should be your own writing, although the link to others' work (e.g., newspaper articles, white paper, etc.) with your own comment is allowed. Again, quality matters more than quantity but a minimum of one posting per week is recommended. In evaluating the participation, good motivating questions will be counted more than other types of postings.

Data Analyses: You will have a chance to apply your understanding of the analytics parts of the course (search engine marketing and online advertising) in this assignment. In particular, in this assignment, you will read a case and analyze the online marketing data provided with the case. Based on the analysis, you will make a strategic recommendation to the firm. This exercise will equip you with proper knowledge and skill to excel in the online marketing domain. This is a group assignment.

Final Project: In order to enhance your understanding of the social media marketing with a hands-on experience, we will have a social media marketing consulting project. In this assignment, you will find a local business that you think will be interested in improving their social media marketing and work with them to analyze their current social media marketing activities and design/develop an effective social media marketing strategy. You can also choose any well-known company as your simulated client but in this case, a more in-depth data analysis of their social media marketing strategy will be required. This project is a group assignment, which will be presented twice, in the middle and at the conclusion of the course. Your grade will be based upon the in-class presentations and the slides for the presentations. Further details will be discussed in class.

Final Exam: There will be an in-class final exam at the very last class meeting (October 3<sup>rd</sup>). The questions will test your understanding of the basic concepts and principles discussed in class and cover not only the lectures and course slides but also any required readings for the entire class. No make-up exam will be given unless required by the university policy.

Google Online Marketing Challenge (optional): In order to enhance your understanding of the search advertising and to give you a hands-on experience, we will implement an actual search advertising campaign on Google, by participating in Google’s Online Marketing Challenge. For details, see <https://get.google.com/onlinechallenge/>. This is optional (since it may last beyond the module of this class) but highly recommended. Further details will be discussed in class.

**Grading:**

Your final grade will be determined on the following basis:

Grading Element	Weight
Participation (Individual: online and offline)	10
Data Analysis (Group)	20
Final Project (Group)	20
Final Exam (Individual)	50

The point grade will be converted into the letter grade based on the following table:

> 95	> 90	> 87	> 83	> 80	> 77	> 73	> 70	> 67	> 63	> 60	< 60
A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

Extra Credit: Any team participating in Google Online Marketing Challenge can present their progress in class for extra credits. The presentation is currently scheduled on September 26<sup>th</sup> but depending on the schedule of class, it can be moved. However, the presenting team should finish at least their first week of campaign by the presentation date.

**Important Course Policies:**

Attendance and Participation: You will be expected to come to class prepared to participate in class discussion. Because participation will be an important part of the learning process, **attendance is mandatory**. Note that when you are absent, you will receive zero participation score for that class meeting, because you are not able to participate in the class discussion.

Submission of Assignment: All assignments should be submitted **through Canvas**. For group assignment, each team should appoint a contact person, who will submit all assignments. Any submission past due without permission will NEVER be graded.

Group Formation: Significant portion of your final grade is determined by group assignments. Thus I will let you form your own team of 4-5 members. The formation should be reported by the the third session of the class (in Canvas), after which I will randomly form groups among those who are not included in any team yet.

Group Assignment Evaluation: In determining the grades for group assignment, your input will be used. First, at the final presentation, you will be asked to evaluate other team’s performance. Second, for every group assignment, you will be asked to evaluate the participation of the other members in your team. This information will be used to determine personal variations in team grades.

*Students with Disabilities:* Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Student Office will provide accommodation to the student who must then provide this documentation to the Instructor when requesting accommodation. For further information, visit <http://www.dso.ufl.edu/drc/>.

*Academic Integrity:* You are expected to adhere to the University of Florida Honor Code. Plagiarism, cheating, prohibited collaboration or consultation, as well as other violation of the university Honor Code will NEVER be tolerated: any violation will be handled according to the UF Honor Code Procedures. For further information, visit <http://www.dso.ufl.edu/sccr/honorcode.php>.

*Course Conduct:* Late arrivals are disruptive to the class. You are expected to come to class on time. When getting to class, you are also required to turn off all electronic devices, including your laptop, smart phone, and iPad. Any disruptive behavior including those listed above could affect your participation score.

## Course Schedule (subject to change)

The course is divided into three submodules other than introduction (building blocks) and integration (final project and final exam):

1. Search Engine Marketing
2. Social Media Marketing
3. Online Advertising

Date	Topic	Assignment
Building Blocks		
Session 1	Introduction/ Marketing Communication	
Session 2	Online Media and Online Market	<ul style="list-style-type: none"><li>• Case: Amazon, Apple, Facebook, and Google</li></ul>
Search Engine Marketing		
Session 3	Strategic Search Engine Marketing Campaign	<ul style="list-style-type: none"><li>• Team Formation</li></ul>
Session 4	Search Engine Marketing Analytics	<ul style="list-style-type: none"><li>• Case: Air France</li></ul>
Session 5	Labor Day – No Class	<ul style="list-style-type: none"><li>• Presentation Preparation</li></ul>
Social Media Marketing		
Session 6	Social Media Marketing Strategy Presentation	<ul style="list-style-type: none"><li>• Presentation slides</li></ul>
Session 7	Strategic Social Media Marketing Campaign	<ul style="list-style-type: none"><li>• Submit: Data analysis assignment</li></ul>
Session 8	Managing Online Consumer Reviews	<ul style="list-style-type: none"><li>• Case: TripAdvisor</li></ul>
Session 9	Visual Listening Techniques	<ul style="list-style-type: none"><li>• Work on the final project</li></ul>
Online Advertising		
Session 10	Strategic Online Advertising Campaign	<ul style="list-style-type: none"><li>• Work on the final project</li></ul>
Session 11	Online Advertising Analytics	<ul style="list-style-type: none"><li>• Case: Rocket Fuel</li></ul>
Integration		
Session 12	Google Marketing Challenge Presentation	<ul style="list-style-type: none"><li>• Optional presentation</li></ul>
Session 13	Final Presentation	<ul style="list-style-type: none"><li>• Presentation slides</li></ul>
Session 14	Final Exam	<ul style="list-style-type: none"><li>• Case: RestaurantGrades</li></ul>