**FALL 2021**

**MKTG 404 - DIGITAL MARKETING**

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| **Type** | **Time** | **Days** | **Where** |
| Class | 10:40 pm - 11:30 am | Wed | FASS1102 |
| Class | 10:40 pm - 12:30 am | Friday | G022 |

**The class will be held in class and broadcasted over Zoom.**

**Course Objective:**

The marketing paradigm has transformed with the rise of digital technologies. Companies today face a constant proliferation of social media channels, the growing power of connected customers, and an explosion of new digital tools.

To succeed, marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today’s customers and integrated with their traditional marketing and business goals. This course focuses on how marketers can reach digitally savvy audiences, build deep customer relationships, and influence the digital path to purchase.

**Learning Outcomes:**Upon successful completion of the course, the student should be able to:

* Describe the five-step process of planning and execute a digital marketing strategy.
* Classify the key strategies in digital campaings (ACCCES)
* Learn how products, ideas, and behaviors catch on and become popular (STEPPS).
* Learn the digital advertising mix- channels and principles
* Understand how to make digital matter- metrics, ROI and Agile Modeling
* Explore the lessons from brand failures and best practices in social media

Prerequisite: Basic Marketing knowledge is required.

**Course Material:**

 Readings: See the reading list for each section below (will be available on SuCourse), for most of them links will be provided from Harvard Business Publishing.

 Book: Contagious (Jonah Berger), Kindle/Online version is available

 Book: Social Media Marketing: Marketing Panacea or the Emperor’s New Digital Clothes? By Alan Charlesworth (A Business Expert Press Book), links will be provided

**Course Web:**

On SUCourse the readings, cases as well as assignments will be provided. Please check the materials after each course as well as before. Please see the class schedule for a detailed overview.

Sabancı University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.”

**Instructional Design:**

The class will be in-class and broadcasted over Zoom. Based on the content, there will be announcements each week. Powerpoint presentations will be provided before the class.

**Grading**:

Case write-ups (45% of your grade, group work (15 pts) + individual work (7,5 pts) each)

You are asked to hand written answers to questions (or a set of questions) that will be announced on SuCourse

The case write-ups must be handed in before the deadline.

Midterm Exam (20%)

The exam will be online. It will be multiple choice questions, short answer and short essays based on mini-cases.

Final Exam (25%)

The exam will be online. It will cover all the materials from the beginning of the class. It will be multiple choice questions, short answer and short essays based on mini-cases.

Active Participation (5% of your grade)

You are required to participate in the classes: open your cameras and actively provide your thoughts, suggestions, answers and valuable input during the online classes.

Research Participation (5% of your grade)

You will participate in research conducted by the behavioral researchers and announced at Sona system.

In group assignments, all the members should contribute, all of them are responsible for the content as well as the grades received. To pass the course each group must hand in all case write-ups!

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in your group assignments. Each student will divide 100 points between the members of her team, including herself. The peer evaluation will have a direct impact on your group assignments. To give a simple example, if the group mark is 25 out of 30, and if your peer evaluation indicates that your contribution was less than what was expected, then your group project mark will be less than 25 out of 30. There are no simple rules for adjustment.

**Requirements:**

For receiving participant grade fully, not just presence in class/online sessions is sufficient, actual contribution to the learning in the online classroom is important. i.e. the quality of one’s participation was also important.

The group presentations should be done by all the team members.

Do not leave earning research points to the end of the semester, check <https://sabanciuniv.sona-systems.com/> regularly and follow the emails received about SONA system.

**Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one’s paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

**Classroom policies and conduct**

Sabancı Business School values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

* Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
* Listen to the person who has the floor.
* Be online for the class on time.

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| WEEK | Content | Reading |
| 1 | Introduction &  Executing Your Digital Marketing Strategy | This syllabus  A Micro-Moments Report Card: Are We Making the Grade?  4 Ways to Improve Your Content Marketing, HBR |
| 2 | Access Strategy  Engage Strategy  Customize Strategy | The consumer-data opportunity and the privacy imperative  Havas- Creating Meaningful Brands |
| 3 | Connect Strategy  Collaborate Strategy | Collaborative Projects (social media application): About Wikipedia, the Free Encyclopedia, HBR |
| 4 | Application of AECCC Strategy  **GROUP CASE 1** | **Case 1-** **Applying ACCESS Strategy- GROUP WORK** **(15 points)** |
| 5 | Digital Advertising Mix-  Key Channels | Marketing Reading: Digital Marketing (HBR Reading)- Essential Reading and Outbound marketing (p. 3-31) |
| 6 | Principles of Digital Advertising Mix | Marketing Reading: Digital Marketing (HBR Reading)- Inbound marketing (p. 31-42) |
| 7 | Making Digital Matter- Using Audience, Channel, Universal and Financial Metrics | How It's Not the Size of the Data, It's How You Use It |
| 8 | Tracking Brand Health | **--Individual Assignment 1- Auditing a Social & Digital Marketing Strategy** |
| 9 | **MIDTERM EXAM** |  |
| 10 | Lessons From Brand Failures and Best Practices in Social media | Reputation Warfare- How to Fight Back?  Success Stories from Facebook |
| 11 | Invited Lectures on Digital Marketing and Analytics |  |
| 12 | Digital Marketing Instruments | **--Individual Assignment 2- Explore the Landscape of Digital and Social Media Monitoring Tools** |
| 13 | DTC Marketing-  **GROUP CASE 2** | |  | | --- | | **-Group Assignment 2:**  Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing  **(15 points)** | |
| 14 | The Future of Cross Channel Campaign | The Forrester Wave™: Cross-Channel Campaign Management Report |

**Links for the readings:**

A Micro-Moments Report Card: Are We Making the Grade?

<https://www.thinkwithgoogle.com/consumer-insights/consumer-journey/micro-moment-report-card/>

4 Ways to Improve Your Content Marketing, HBR

<https://hbr.org/2018/04/4-ways-to-improve-your-content-marketing>

The consumer-data opportunity and the privacy imperative

<https://www.mckinsey.com/business-functions/risk/our-insights/the-consumer-data-opportunity-and-the-privacy-imperative>

Collaborative Projects (social media application): About Wikipedia, the Free Encyclopedia, HBR

<https://hbsp.harvard.edu/product/BH629-PDF-ENG>

Marketing Reading: Digital Marketing (HBR Reading)-

<https://hbsp.harvard.edu/product/8224-PDF-ENG>

Koen Pauwels on How It's Not the Size of the Data, It's How You Use It

<https://www.amanet.org/podcasts/koen-pauwels-on-how-it-s-not-the-size-of-the-data-it-s-how-you-use-it/>

Success Stories from Facebook

Boosting brand awareness through FB ads

<https://www.facebook.com/business/success/makeup>

<https://www.facebook.com/business/success/pops>

Bringing new customers to stores through FB ads

<https://www.facebook.com/business/success/the-grooming-company>

<https://www.facebook.com/business/success/chicoree>

Reputation Warfare- How to Fight Back?

<https://hbr.org/2010/12/reputation-warfare>

Case 2- Glossier: Co-Creating a Cult Brand with a Digital Community, GROUP WORK, HBR

<https://hbsp.harvard.edu/product/519022-PDF-ENG>

The Future of Cross Channel Campaign

https://www.moengage.com/exp/strong-performer-forrester-wave-cccm-2021/?utm\_source=ama-n&utm\_medium=paid\_social&utm\_campaign=forrestercccm2021&utm\_content=forrestercccm2021report&utm\_term=ama-feature