

We may have to revise the course plan according to the countrywide reassessment to be made regarding higher education. This is expected to happen at the beginning of April. The content to be delivered is certain but the method of course delivery, the number and dates of exams, and some other details are subject to change.

**BA/MBA in Management Program**  
**Spring 2022 - 2023**  
**MKTG 404/ MKTG 529 – Digital Marketing**

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Type	Time	Days	Where
Class	12.40-15.30	W	FMAN G013-14

**Course Objective:**

The objective of course is to provide students with a comprehensive understanding of digital marketing landscape that has expanded exponentially in the last decade with the proliferation of digital channels thanks to the technological advancements in the field. The course aims to provide students with the basic principles, strategies, and techniques involved in digital marketing. It further aims to equip students with the skills needed to develop, implement, and evaluate effective digital marketing plans, utilizing a range of digital media channels.

**Learning Outcomes:**

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

1. Comprehend what digital marketing is, get familiar with digital business models and the characteristics of the digital ecosystem.
2. Analyze the role of digital marketing in the overall marketing mix and understand its impact on business and society.
3. Develop digital marketing strategies that align with organizational goals and objectives.
4. Design and implement digital branding and marketing mix strategies that effectively target specific segments of the market.

5. Evaluate the effectiveness of various digital marketing communications channels and techniques, including search engine optimization, email and mobile marketing, social media, and viral marketing.
6. Apply big data and artificial intelligence tools to analyze customer behavior and make data-driven marketing decisions.
7. Critically evaluate case studies and real-world examples of successful digital marketing campaigns and apply the lessons learned to their own marketing efforts.

**Course Material:**

1. Business articles in course reader (Available on SU Course, see below)
2. Articles in Scholarly and Managerial Journals (Available on SU Course, see below)
3. Case Instructions and Lecture Slides (Available on SU Course)

**List of Cases**

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<b>Case 1</b>	<b>Date:</b>	<b>March 15</b>
	Case:	The Tate's Digital Transformation
	Type:	<i>HBR Case, Paper</i>
	Subject:	Digital Business Models, Digital Strategy
	Teamwork?:	Yes
	Grading:	Individual

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<b>Case 2</b>	<b>Date:</b>	<b>April 26</b>
	Case:	Predicting Consumer Tastes with Big Data at Gap
	Type:	<i>HBR Case, Paper</i>
	Subject:	Predictive Modeling, Big Data, AI
	Teamwork?:	Yes
	Grading:	Individual

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**Optional Reading Material:**

**Text Book:** Digital Marketing, 8th edition, Published by Pearson, Dave Chaffey, Fiona Ellis-Chadwick

**Reading:** Gupta, Sunil, and Joseph Davin. "Marketing Reading: Digital Marketing." Core Curriculum Readings Series. Boston: Harvard Business Publishing 8224, 2015.

**Course Web:**

Assigned readings, suggested materials and lecture notes will be provided on the course web-page. Students should check the course web-page on a regular and a frequent basis to keep up-to-date with the course requirements and to timely obtain lecture notes.

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 course is designed to maximize active learning. Therefore, participation in class is always encouraged and necessary. In order to succeed in the class, investing regularly in the assigned readings and cases, and taking active part in case discussions is strongly suggested.

### **Grading:**

Participation	: 10%
Cases	: 10%
Exam	: 20%
Simulation	: 30%
Final Exam	: 30%

### **Peer Evaluation in Teamwork**

Students will be asked to provide an evaluation of the members of their team in 'Case Preparation'. Each student will divide 100 points between the members of her team, including herself. This division should reflect that person's judgment of the contribution of the members of her team. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution;" their relative contribution to the idea generation, research, analysis, writing, oral presentation, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each member of the team. If, on the other hand, some members of the team did not fulfill their commitments and did not contribute as much as the others, then points can be distributed unevenly.

The points submitted by all members of the team will be aggregated by the instructor. Every student will be given his/her aggregate peer evaluation, without disclosing the individual peer evaluations to the students.

In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use his/her judgment to assign peer evaluation marks--possibly after meeting with the members of the team.

In cases where there are conflicting marks, it is most likely that the instructor will meet with the team members and provide a mark based on an interview. For example, in a group of four, if Students A and B believe they did most of the work, and Students C and

D believe otherwise, the team may be called in for an interview in order to be fair to everyone.

Past experience indicates that in most groups points will be distributed evenly. There will be a few groups where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upwards adjustments of marks in case of students who have done more than what the group expected of them.

The peer evaluation will have a direct impact on your Case Preparation Grades. 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 Case Preparation mark will be less than 25 out of 30. There are no simple rules for adjustment.

### **Requirements:**

**Participation:** Although attendance is a necessary condition for your participation in class, it is not a sufficient condition. Your participation grade will be based on class preparation (assigned readings), your questions (during the discussions), and actual in class performance (you should always be prepared to discuss the concepts, topics, and issues for a particular session. You may be called upon to do so.) Organizing your thoughts, clearly articulating, and communicating them is an integrative part of the course.

**Case Preparation and Participation:** You are required to form a team and work in groups or as individuals on a report for the assigned cases. Your report should answer the assigned case questions. In-class, we will hold a live discussion of the case where you can refer to your case preparations. Your grades will be a combination of both your reports and your performances during the live case discussions (you should be prepared to take part in an active discussion, you may be called upon to do so.) Organizing your thoughts, clearly articulating, and communicating them is an integrative part of the course.

**Exam/Final Exam:** Both exams have to be taken in person and in class. Even if you are following the course online, make sure that you are able to attend the exams physically. The Midterm exam will cover the topics we have discussed so far whereas the final exam will be comprehensive. Both exams will evaluate your learning of consumer behavior during the course. It is vital that that you are able to apply the concepts you have learnt in the course to particular situations.

**Simulations:** With your group members (consisting of 5 students), you will engage in a simulation study that spans three weeks. The first week will set the ground for the simulation that you will be running in the week after. You will receive some documents to go over and there will be a presentation to get you familiar with the simulation interface. This week will be accompanied with a Quiz. In the second week, you will be taking decisions in the simulations as part of the digital marketing efforts of a hypothetical energy drink company that will be available in a hypothetical market. The final week will be dedicated to the

discussion of your decisions in Week 2 as part of the simulation and you may be required to present the reasonings of your decisions in this week.

### **Additional Guidelines:**

Make-up exams are strongly discouraged and will be given only if the reason for missing the exam is officially documented.

If you feel that your performance in the course is unsatisfactory, you can always make an appointment to talk with me *during* the semester (not when the classes are over). I will do my best to guide you how to study better and improve your performance. However, I will not offer any bonus point options for a fair evaluation to everyone.

All the assignments (case reports and simulations) should be handed *on time*.

### **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 Management Programs value 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.
- Come to class on time.
- If you use your laptop during class, it is only to be used for class activities such as taking notes. You are not to connect the laptop to the network and should not be doing any non-class activities during class time. Laptop usage may be forbidden if it is abused or if it distracts the professor or other students. That said, students may be asked to bring their laptops to the lectures in specific sessions such as the simulation sessions.

## Course Schedule:

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<b>Week 1</b>	<b>Date:</b> <b>1 March</b>
	Topic: This Syllabus - Introduction
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<b>Week 2</b>	<b>Date:</b> <b>8 March</b>
	Topic: Fundamentals of Digital Marketing
	Requirements: The Consumer Decision Journey, McKinsey Quarterly Available at: <a href="https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-consumer-decision-journey">https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-consumer-decision-journey</a>
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<b>Week 3</b>	<b>Date:</b> <b>15 March</b>
	Topic: Digital Marketing Strategy
	Requirements: Please check SU Course for additional reading material.
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<b>Week 4</b>	<b>Date:</b> <b>22 March</b>
	Topic: Digital Branding and the Marketing Mix
	Requirements: <b>Avery, Jill. "The Tate's Digital Transformation." Harvard Business School Case 314-122, April 2014. (Revised July 2017.)</b>
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<b>Week 5</b>	<b>Date:</b> <b>29 March</b>
	Topic: Marketing Communications Using Digital Media Channels
	Requirements: Please check SU Course for additional reading material.
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<b>Week 6</b>	<b>Date:</b> <b>5 April</b>
	Topic: Search Engine Optimization/ Search Engine Marketing
	Requirements: Google Micro Moments Guide (Downloadable at: <a href="https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/micromoments-guide-pdf-download/">https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/micromoments-guide-pdf-download/</a> )
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<b>Week 7</b>	<b>Date:</b> <b>12 April</b>
	Topic: Social Media, Viral and Influencer Marketing
	Requirements: Please check SU Course for additional reading material.
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<b>Week 8</b>	<b>Date:</b> <b>19 April</b>
	Topic: Midterm Exam
	Requirements:
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<b>Week 9</b>	<b>Date:</b> <b>26 April</b>
	Topic: E-mail and Mobile Marketing
	Requirements: Aydin Gokgoz, Z., Ataman, M.B., van Bruggen, G., There's an app for that! understanding the drivers of mobile application downloads, Journal of Business Research, 2021 (Downloadable at: <a href="https://www.sciencedirect.com/science/article/pii/S0148296320306536">https://www.sciencedirect.com/science/article/pii/S0148296320306536</a> )

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<b>Week 10</b>	<b>Date:</b> <b>3 May</b>
	Topic: Big Data and Artificial Intelligence
	Requirements: Israeli, Ayelet, and Jill Avery. "Predicting Consumer Tastes with Big Data at Gap." Harvard Business School Case 517-115, May 2017. (Revised March 2018.)
<b>Week 11</b>	<b>Date:</b> <b>10 May</b>
	Topic: Applications in Digital Marketing – Simulation Introduction, Setting the Stage
	Requirements: Please check SU Course for additional reading material.
<b>Week 12</b>	<b>Date:</b> <b>17 May</b>
	Topic: Applications in Digital Marketing - Simulation
	Requirements: Simulation Participation
<b>Week 13</b>	<b>Date:</b> <b>24 May</b>
	Topic: Applications in Digital Marketing - Simulation
	Requirements: Discussions and Presentations
<b>Week 14</b>	<b>Date:</b> <b>31 May</b>
	Topic: Review Session and Close-up
	Requirements: