

**University of Florida**  
**MAR6722: Web-based Marketing**  
**Fall 2016 (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:** MW 3-4 (9:35am – 11:30am) / Hough 150

**Course Description:**

In today's world, one cannot imagine running a business without going online. 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. To many companies, the web has already become a crucial part of their marketing strategy. However, the challenge is that the online environment is constantly changing. As much as we observe new developments on the web, we observe many things become obsolete. As such, many businesses are now trying to keep up and make a strategic use of the new environment. As a result, they value employees with a good understanding of this new marketing environment. This course is primarily designed to provide students with such knowledge.

This course, however, does not cover every aspect of web-based marketing. Instead of repeating what we have seen from a decade ago, we will focus on topics that are most relevant in today's world. Among them, we investigate the issues on the online marketing communication, which include topics such as search engine marketing and social media marketing.

Toward this goal, the course focuses on two themes. First, the course provides students with a thorough review of the current online marketing environment, including the discussion of each type of online marketing vehicle. This theme will help students better understand the role of the online marketing in the big picture of the marketing strategy, and to identify new opportunities for firms to better promote their products and services in the online setting. This will be fulfilled primarily in class, by lectures and case studies.

Second, the course provides students with a working knowledge of the online marketplace through a hands-on experience of promoting a real-world product/service. For this purpose, students will be required to complete a group project consisting of two parts: 1) running an actual search advertising campaign in *Google Adwords*, 2) devising and implementing a viral marketing campaign using an original video, both in collaboration with a local business. This experience by itself will be full of fun but students can also learn a lot of valuable lessons from working on a real business problem.

In progressing on various online marketing topics, we will use concepts and techniques from different disciplines such as psychology, economics, and statistics. Students are not required to gain a deep understanding on all of these areas. Rather, the intention is to let students appreciate how the knowledge from various disciplines can be integrated in solving the practical problems of online marketing. In sum, the course will be fun and helpful to those pursuing a career in online marketing, marketing communication, web analytics, or general online/offline retailing.

## Learning Objectives:

The objective of this course is to introduce current practices of online marketing and familiarize students with the principles behind them. One step further, this course will provide opportunities to apply students' understanding to the real-world online marketing campaign.

By the end of the course, students will be able to

- Understand the online marketing in the marketing communication perspective
- Develop a critical understanding of new media marketing in a comparison with traditional marketing communication
- Explain various kinds of online marketing practices
- Design and carry out an effective search engine marketing campaign and social media marketing campaign
- Evaluate online marketing strategies in the real world

## Course Materials:

- **Course packet**
- **Google Adwords Help Pages**

There is no required textbook. Instead, the course packet is required. The course packet contains motivating articles 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 <http://cb.hbsp.harvard.edu/cbmp/access/51511874>. Additional materials (such as course slides) will be posted in Canvas.

For the *Google Adwords* Campaign, students are also expected to make themselves familiar with Google Adwords help materials that can be found in Google web sites. The detailed list of documents to read will be posted in Canvas or distributed in class.

In addition, the following books and web sites are suggested for background readings and industry updates.

- Godin, Seth (1999), *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*, Simon & Schuster
- Vollmer, Christopher (2008), *Always On: Advertising, Marketing, and Media in an Era of Consumer Control*, McGrawHill
- Li, Charlene, and Josh Bernoff (2008), *Groundswell: Winning in a World Transformed by Social Technologies*, Harvard Business School Press (E-book can be accessed from <http://library.books24x7.com/toc.aspx?bookid=27116> on campus.)
- Zichermann, Gabe, and Joselin Linder (2013), *The Gamification Revolution*, McGraw-Hill Education
- Moe, Wendy W., and David A. Schweidel (2014), *Social Media Intelligence*, Cambridge University Press
- <http://adage.com>
- <http://techcrunch.com>
- <http://mashable.com>
- <http://www.fastcompany.com>

## Classes

You will experience several different pedagogical tools that help you understand online marketing principles and apply them to real marketing problems: lectures, case discussions, bulletin board discussions, data analysis, group projects, and quiz.

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 Analysis: You will have a chance to apply your understanding of the first part 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. It will also help you better perform in *Google AdWords Campaign*, which is another assignment of the course. This is a group assignment.

Search Engine Marketing Campaign: In order to enhance your understanding of the search advertising and to give you a hands-on experience in online marketing, we will implement an actual search advertising campaign on Google. In this assignment, you will find a local business that you think will be interested in search engine marketing and work with them to design, develop, and carry out an effective search engine marketing strategy. I will provide monetary support for the campaign. Your grade will be based upon the final in-class presentation and the slides for the presentation. Further details will be discussed in class. This is a group assignment and also the first part of the final project.

Social Media Marketing Campaign: This is another chance for you to get a hands-on experience, but in a different subject: social media marketing. This is intended to evaluate your understanding of the last part of the course. You will continue working with the same client you worked for in the search engine marketing campaign. You can choose to promote either the client itself or its

specific products or services. In particular, you will develop a social media marketing strategy, make a viral video, and post it online. The assignment will be evaluated based on a few different components: social media strategy development, quality of the video, and some real performance metrics (number of views, comments, likes, etc.). Further details will be discussed in class. This is a group assignment and also the second part of the final project.

Short Quiz: There will be no exam for this course. Instead, there will be two short quizzes to enhance your understanding of the basic concepts and principles. The quiz will consist of multiple-choice questions only and will be administered online. It will cover contents from both lectures and required readings. The dates are designated at the detailed course schedule at the end of the syllabus.

### Grading:

Your final grade will be determined on the following basis:

Grading Element	Weight
Participation (Individual)	20
Quiz (Individual)	20
Data Analysis (Group)	20
Search Engine Marketing Campaign (Group)	20
Social Media Marketing Campaign (Group)	20

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: In order to further motivate you to actively participate in the learning process, the course will provide a few opportunities where you could earn extra credits. Note that this is intended **not** to inflate the grade but to encourage you to contribute to the course. Here are two occasions for extra credit.

1. Social Media Monitoring Presentation (2 teams consisting of 2 individuals)
2. The Future of Online Marketing Presentation (2 individuals)

Details for each opportunity are provided at the end of this syllabus. All chances are taken on a first-come-first-served basis, as they are made available. Any interested individual should contact me by email as soon as possible.

### 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**. I will circulate the attendance roster every class during the term. Note that when you are absent, you will get a minimum 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 via email. 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 3-4 members. The formation should be reported by the third session of the class, 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. If two-thirds of the class agrees on either good or bad, the team will get an additional positive or negative point. Also, to promote active participation in the group assignments, you will be asked to name up to N-2 members of your team who contributed most. 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 NOT 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 six submodules:

1. Building Blocks
2. Search Engine Marketing
3. Online Advertising
4. Social Media Marketing
5. Mobile Marketing
6. Integration: Final Project

Date	Topic	Assignment
<b>Building Blocks</b>		
Session 1	Introduction	<ul style="list-style-type: none"> <li>• Read: Google Adwords Guide</li> </ul>
Session 2	Online Media and Online Market	
<b>Search Engine Marketing</b>		
Session 3	Search Advertising Market	<ul style="list-style-type: none"> <li>• Team Formation</li> <li>• Case: Google Inc.</li> </ul>
Session 4	Strategic Search Advertising Campaign	<ul style="list-style-type: none"> <li>• Client Proposal</li> <li>• Sign up: AdWords account</li> </ul>
<b>Online Advertising</b>		
Session 5	Issues in Online Advertising	<ul style="list-style-type: none"> <li>• Pre-campaign strategy</li> </ul>
Session 6	Analytics I: Online Advertising Analytics	<ul style="list-style-type: none"> <li>• Search ads campaign launch</li> <li>• Case: Air France</li> </ul>
<b>Social Media Marketing</b>		
Session 7	Strategic Social Media Marketing Campaign	<ul style="list-style-type: none"> <li>• Quiz 1: Take before class.</li> <li>• Case: Facebook</li> </ul>
Session 8	Social Network and Viral Marketing Campaign	<ul style="list-style-type: none"> <li>• Case: Ford Fiesta Movement</li> <li>• Wrap up search ads campaign</li> </ul>
Session 9	Analytics II: Social Media Analytics	<ul style="list-style-type: none"> <li>• Data analysis assignment and presentation</li> </ul>
<b>Mobile Marketing</b>		
Session 10	Mobile Marketing – Ads and Coupons	<ul style="list-style-type: none"> <li>• Viral video approval</li> </ul>
Session 11	Mobile Targeting	<ul style="list-style-type: none"> <li>• Viral video campaign</li> </ul>
<b>Integration</b>		
Session 12	Future of Online Marketing / Presentations	<ul style="list-style-type: none"> <li>• Quiz 2: Take before class.</li> </ul>
Session 13	Final Presentation	<ul style="list-style-type: none"> <li>• Presentation slides</li> </ul>