

New York University
Stern School of Business MBA Program

Course: Digital Marketing Fundamentals
MKTG-GB-.3340.30
Spring 2017
(Wednesdays from 6-9pm; 2/7/17-5/7/17)
Draft Syllabus

Professor: Dani Nadel

Overview:

Technology has significantly transformed marketing. The last several years have seen an explosion of digital options to engage and convert consumers and attract marketing budgets. This course will focus on the principles, tools, and techniques of digital marketing, the foundational areas that every marketer needs to be aware of and know how to apply to their business. We will explore topics including segmentation and user journeys, search engine marketing, the effectiveness of online advertising, and how to use viral marketing, email marketing, social, mobile, and consumer-generated content. Content development strategies will be examined, including the different types of content that organizations need. Students will develop and execute online campaigns and examine case studies of some of the best strategies and campaigns that bring together the interrelationships of the various digital marketing disciplines. The approach is to bring action-based learning into the classroom. Guest speakers from media companies, brands, and digital services will complement the perspectives offered.

Deliverables:

- **Group Project:** Any marketing program benefits from having the pieces work together. Learn the process of creating a professional digital marketing, information-based plan, including researching and developing your strategy and actualizing the plan for project management and communications development purposes. Groups will present a summary of their approach to the class.
- **Paper:** Write a paper on the digital experience and marketing strategy for a brand/case you are interested in. What makes it unique? What is the value proposition? Voice of the brand? Is it consistently communicated? Who is it targeted to? How does their digital approach vary based on stage in the customer journey? Do the channels used and the way they are used strategically fit the goals? How strong/effective is this brand's digital expression? How might it be strengthened?

- Readings will include recent research and cases on key industry frameworks and trends.
- Grades will be based on team presentations built on a live project, as well as case paper and classroom contributions.

Course Outline:

- Online Marketing Foundations:
 - Segmentation and Strategic Personas – Analyzing your core prospects and customers
 - The Customer Journey Framework
 - The foundations of a digital/ marketing plan and experience map
 - Brand building, Prospecting/Acquisition, Retention/CRM and Engagement
 - Optimize the customer experience
 - The importance of UX and customer-centric design
- Performance Media and SEO:
 - Paid Search – Fundamentals of Pay Per Click (PPC) / Google Ad Network
 - Social Media Advertising – Paid Social opportunities, how it works for businesses: Facebook/Instagram and Twitter Advertising, Marketing Through LinkedIn, Pinterest, and SnapChat
 - Partnerships and Affiliate Marketing
 - Search Engine Optimization (SEO) – why it matters, how it works, how to improve your experience
- Content Marketing:
 - The role of content marketing
 - Creating a content roadmap and strategy; how to develop valuable content
 - Importance of Video, SEO, and social listening
 - Internal applications; external applications
 - Various models to monetize content; Native advertising
- Influencer Marketing and Social Media Community Engagement
 - Social Media - How marketers use communities to build a brand, create brand engagement, and sell product
 - Growing importance of live video
 - New sources of power and influence in marketing – celebrity and digital influencers; harnessing UGC, blogging
- Display Advertising and Targeting
 - Targeting and data
 - Acquisition strategies and Programmatic exchanges
 - Retargeting
 - The role of DMPs

- Email Marketing and Cloud Marketing; CRM
 - Why it matters-addressable universe
 - Behavior-based targeting
 - Small business opportunities and how to leverage
 - Large scale - Marketing automation/Cloud Marketing/scale personalization
 - Preferences/privacy/ newsletters
- Mobile Marketing and how businesses can harness the growth
 - Responsive web design, mobile sites, apps
 - Mobile web and Mobile search
 - SMS, Apps, AR/VR, geo-fencing
- Emerging Trends to be aware of-AI, OOT, potential of AR/VR, wearables, etc.
- Marketing Web Analytics and Insights
 - Selecting the right KPIs (LTV, ROAS, CPM, etc.)
 - Utilizing marketing/experience Dashboards
 - Unlocking customer behaviors, value, and preferences
 - Necessary data and tools (Google analytics, social media tools/listening, internal data)
 - Test and Learn Insights; User-centered testing; Experience Optimization
 - Big data (market and customer insights, predictive analytics)
- Careers in the new marketing ecosystem - Overview of the various types of roles for careers in marketing today
- Group Presentations/Final papers due; Course Recap