Marketing
Course Number: 22:630:631
Course Title: Digital Advertising and Promotions MS

COURSE DESCRIPTION

Have you ever wondered how that shoe or product you left on the shopping cart or a website you visited ten days ago shows up magically as an ad the next time you are online? This class will teach you that and more. We walk through the background of digital advertising , the technology and companies behind it and what happens not in a day , but in a few seconds what is the life of a digital ad. This class covers the key concepts in digital advertising and helps you to not only understand what happens as a consumer but also as a buyer of ads - what metrics, processes, pitfalls and technologies to use to position your company/product/service for success in the digital marketing era. We will cover promotions, real time bidding, transparency, big data analytics and touch a bit into the future of digital advertising to help you complement your other digital marketing courses in search, display and social media. We will have a myriad of assignments, case studies, guest speakers and group projects to help learn in depth the magic of digital marketing.

COURSE MATERIALS

Required Textbook:

Mike Smith, Targeted: How Technology Is Revolutionizing Advertising and the Way Companies Reach Consumers, https://www.amazon.com/gp/offer-listing/0814434991 (Links to an external site.) ; ISBN-10: 0814434991 ISBN-13: 978-0814434994

Require Articles & Case Studies:

- Kinshuk Jerath and Miklos Sarvary, "Background Note: A Primer on Programmatic Advertising," *Columbia Business School*, April 3, 2017.
- "IAB internet advertising revenue report: 2018 full year results" (https://www.iab.com/insights/2018-full-year-iab-internet-ad-revenue-report/ (Links to an external site.))
- "AdMonsters Playbook: Mobile App Advertising," (https://www.admonsters.com/sites/default/files/amh_tracker/AdMonsters%20Mobile%20App%20Playbook%20v1.pdf (Links to an external site.))
- "AdMonsters Playbook: Understanding Attention Metrics," (https://www.admonsters.com/sites/default/files/amh_tracker/AdMonsters%20Playbook%20Attention%20Metrics.pdf (Links to an external site.))

Recommended reading list

- **Outliers by Malcolm Gladwell**
- **The Tipping Point**
- **Drive**
- **Ogilvy on Advertising**
- **The Anatomy of Buzz**
- **Positioning**
- **Thinking, Fast and Slow**
- **Insanely Simple**
- **Eat the Big Fish**
- **Disruption**
- **How Brands Work**
- **Direct Marketing Commonsense**
- **All Marketers Tell Lies**

- Check Canvas (https://rutgers.instructure.com/login/canvas) regularly, in order to retrieve and submit your weekly assignments, retrieve class slides, and find other required readings. Please also check your official Rutgers email account regularly, in case I post important announcements.

LEARNING GOALS AND OBJECTIVES

- Students who complete this course will demonstrate the following:
    - Critically evaluate a company's business needs and develop digital marketing recommendations that fulfill those needs.
    - Understand, analyze, and utilize quantitative data to make digital marketing decisions.
    - Effectively communicate their grasp of digital marketing concepts.
    - Comprehend owned, paid, and earned media and identify key players in the digital media ecosystem.
    - Recognize and utilize a variety of digital tools and applications.
    - Analyze and evaluate the development and execution of digital campaigns.

- Students develop these skills and knowledge through the following course activities and assignments:
    - Participating in online discussions, exercises, case studies, and other activities.
    - Researching an assigned digital publisher throughout the semester.
    - Preparing and submitting 2-page written research briefings, related to class topics.
    - Developing and delivering a digital marketing recommendation proposal and presentation.

ACADEMIC INTEGRITY

I do NOT *tolerate cheating*. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.

- Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.

- Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 8-10 hours per week.

- All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.

CLASS ORGANIZATION & ADMINISTRATION

1. **Class Group Discussion**

Discussion questions for each case will be posted on Canvas. These questions, however, will not be exhaustive and should not prevent students from raising other pertinent issues. Class participation will be evaluated as follows for the cases as well as the non-case study classes:

A: Consistent, high-level participation displayed through questions, comments, new insights, and analytical rigor. Original contributions that go beyond the mere restating of facts in the case and an ability to build on the comments of others will be rewarded.

B: Consistent contribution to class discussion through questions and answers. Shows evidence of originality.

C: Periodic contributions to class discussion with relevant comments and questions. Needs to be called upon to participate, but shows familiarity with the material.

D: Sporadic contributions to class discussion. When called upon to participate, does not show evidence of familiarity with the material.

F: Passive member of the audience. No contribution to class discussion. When called upon to participate, does not show evidence of familiarity with the material.

Needless to day, absences will seriously affect your participation grade. 3 or more absences from class without a university excused reason and without prior intimation will result in substantial reduction in points for class participation. Disruptive behavior inside the classroom would also hurt your class participation grade. You accept responsibility for any material or class credit opportunity missed due to absence from the class.

1. **Project**

During the course we will explore doing at least 2 projects. The first project will explore developing a campaign (storyboard for a digital ad campaign across 3 publishers) for any existing or new brand that you will select. The focus of the project would be to develop a campaign that is focused on building the brand's equity based on the principles we learn in class. Therefore, the strategy for the ad you develop should clearly emphasize what your ad proposes to accomplish in terms of the brand's image. In other words, the ad that you create should be clearly tied into the strategy that has been determined as appropriate for the brand. You will present the ad and the strategy to the class on the dates mentioned in the schedule. The second project will be to position and promote brand 'YOU'.

Your grade for this activity will depend on:

1. The Campaign Strategy and what metrics you will measure.
2. The Creatives attached and the audience selected.
3. The recommendations provided to improve.
4. Learning's gained from the exercise.

Note:

1. Adhering to the deadline is important. The project should be submitted immediately after class on the day of their presentation. Late submissions will receive a score of zero on the
2. Students who are absent from class during the presentation (even on the day when their group is not presenting) without a university-approved excuse will receive a project score of

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CLASSROOM CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you don't is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.

- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.

- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.

- I will reply to e-mails within 24 hours on weekdays. Please include the Course Number in the subject line of your email.

GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

Project 1: Build an Online Campaign on a Network – 15%

Assignments: 3 * 10 % - 30 %

Group Discussion: 3* 5 % - 15 %

Case Summary: 10 %

Project 2: What 3 chosen brands to promote themselves online – 20 %

Exams (online exam) – 20 %

Total: 100 Points

Project: Online Campaign Setup on an Ad Network (15% of final grade): A Powerpoint presentation showing the steps taken to setup an account and an ad account on any ad network like Facebook, Twitter, Instagram, WeChat, Pinterest etc. If the student spends the minimum dollar for a day or a few hours and shows the performance and what was the outcome of the performance campaign pushed. Learnings should be presented on what they learnt from the experience and what they could have done better if they had more money to spend.

Assignments (10% per assignment): Review a case study or a specific instruction on the assignment provided and provide a full developed written assessment after investigation on a topic and the questions associated to the assignment.

Group Discussions (15% of final grade): Analyze three business case studies and participate in multi-media discussions about assigned business cases throughout the semester, as indicated on the course schedule.

Final Project & Presentation (20% of final grade): Project 2: What 3 chosen brands to promote themselves online. You will pick three brands and showcase how they have effectively used RTB and other mediums in digital marketing to spread their presence and attract prospective buyers or build brand awareness of their solution. You can interview agencies or ex-executives of brands and companies to get details. More points are given if you find out more information about B2B brands compared to B2C brands. You will present your findings as a presentation online with your voiceover and submit for the entire class to review as well and comment.

Final Exam (20% of final grade): Exam will be posted online and you can take the exam anytime. It will be a multiple choice or true and false questions timed. There will be only one attempt and the questions will be related to the class and the presentations, slides, book and case studies.

The final course grade will be as follows.

A	93.0% +
A-	90.0 - < 93.0
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0
C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

Date	Agenda	Preparation

Lecture 1	**Introduction; What to Expect from the Course/ Online Ecosystem Growth**	**None; Read Chap 2**
Lecture 2	**Search Engine Marketing;**	Assignment 1
Lecture 3	**Auctions and the growth of Paid Search**	Case Study Group Discussion 1: Google
Lecture 4	**The Google Tsunami Build a Campaign : Google Adwords**	
Lecture 5	**Display Networks and Ad networks**	**Group Discussion 2**
Lecture 6	**RTB changes the game**	
Lecture 7	**Day in the Life of an Ad – How RTB works?**	**Project 1 submissions**
Lecture 8	**Performance Marketing and Right Media**	
Lecture 9	**Big Data and Analytics in Advertising**	**Assignment 2**
Lecture 10	**Social Networks and skewing the balance of Power**	**Group Discussion 3**
Lecture 11	**Privacy , Identity and Transparency**	**Assignment 3**
Lecture 12	**Industry Dynamics and shift from Agency to Brand**	**Online Campaign Setup Project Due**
Lecture 13	**EXAM**	
Lecture 14	**FINAL Presentation**	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the

Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]

[Rutgers Counseling and Psychological Services–New Brunswick: http://rhscaps.rutgers.edu/]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]

[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of *legal* services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc

[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]

[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:

  - Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

  - Students must sign, date, and return a statement declaring that they understand this syllabus.]