

Internet Marketing (MARK 7365)
C.T. Bauer College of Business, University of Houston
(Fall 2013)

Note: This syllabus is a general plan for the course. Any change in schedule or syllabus will be announced in the class. Latest syllabus can be found under the syllabus section of the Blackboard. Students are responsible to keep up with the updates.

Instructor:	Seshadri Tirunillai
Class hours:	Wednesday 6:00pm -9:00pm – CBB 214
Office hours:	Tuesday 4:00pm-5:00pm (or by appointment) [Melcher Hall 385C]
Prerequisites:	Fundamental course in Marketing/Advertising (e.g. MARK 6361)
Contact:	email: seshadri@bauer.uh.edu (preferred) Phone: 713 743 7113

Course Description and Objectives

Companies are increasingly allocating resources to (online) interactive marketing strategies such as advertising in online platforms (e.g. search engines, social networking), dynamic pricing/ promotions (e.g. daily deals) and targeting consumers using pervasive computing technologies (e.g. location based targeting in mobile platforms). Simultaneously, technology has also empowered consumers to have a significant voice in the success or failure of brands through social media platforms such as social networking, product reviews/ recommendations and blogs. Hence it is important for marketers to understand the implications of these technologies, associated strategies and underlying theories for effective decision-making in digital platforms. This course is designed to cover an array of topics (see below) in digital/interactive marketing. At the end of the course, it is expected that students will be able to:

1. Understand the strategic and economic issues in interactive marketing
2. Gain some insight into the technologies that underlie various online marketing techniques
3. Develop analytical abilities to untangle issues related to online marketing through cases and assignments.

Getting into the detailed specifics of many of the topics might not in the scope of this course due to limited time available. Students who are interested in focusing on topics such as search engine marketing or search engine optimization are recommended to talk to the instructor about their specific interests.

Brief note on technology: Though the focus of the course is on online marketing strategies and their economics and behavioral implications, yet we cannot appreciate the business aspects without understanding the basics of the underlying technologies. To this end, we will spend some time familiarizing with the fundamentals of some of the technologies- to the extent that is required to appreciate the business applications. Examples of these are the Internet technologies (e.g. browser technologies such as HTML, scripts, cookies, applications on mobile platforms) and search technologies.

Course Materials:

Course Reader (required) – There will be a case packet that you can purchase online through Harvard Business School Press (<https://cb.hbsp.harvard.edu/cbmp/access/20969097>). This packet contains articles and cases relevant to the course.

Course Notes, lecture slides: Available on Blackboard Learn or CougarNet UHAccess gateway (<http://accessuh.uh.edu>). (Note: this is the new version of the Blackboard called “Learn” which is different from the older Blackboard Vista)

Class Format

We will be spending most of the class hours in lectures and (in-class) case discussions. These sessions are devoted to discussion of theories, concepts and analytical techniques. The sessions are often accompanied by assigned readings from sources listed in the syllabus. You are expected to read the relevant materials before the session. The class is not designed to summarize the readings; though many important concepts will be consolidated and extended. You will find a lot of materials in lecture that are not there in your readings (and vice-versa). The content from the lectures is almost certain to appear in the quizzes and exams. You are responsible for all material covered in the lectures and the assigned materials in your textbooks. If you are not able to make it for a lecture, ensure you get notes from your classmates/ talk to me after the next class.

Grading

The following table gives you the components you will be evaluated upon and the corresponding percentage distribution.

Component	Percent of the Grade	Dates	Remarks
Attendance and Class participation	24%	Continuous	
Case Write-ups	24%	Due before each case discussion in the class	Individual case write ups will be taken for grading, 4 points each (Best 6 out of 7)
Case Presentation And Discussions	16%		Team
Quiz 1 and 2	18% each = 36%	October 9 th , December 6 th	
	100%		

*TBA- To Be Announced Later

Letter Grade	Grade Distribution
A	> 92
A-	88 - 91
B+	84 - 87
B	80 - 83
B-	76 - 79
C+	72 - 75
C	68 - 71
C-	64 - 67
D	60 - 63
F	59 & Below

Evaluation Details

Case Write-ups:

Cases are a microcosm representation of the real world corporate scenarios. The case studies expose you to the problems in the corporate world, thus making them a very important component for learning the concepts in marketing. They are included in the course to highlight important issues faced in digital marketing and also to illustrate some of the important theoretical concepts. This is also reflected in the grading scheme for the course. There will be multiple components of assessment testing your understanding the contents of the case, your ability to relate the theories and concepts discussed in the class, the written communication skills, creativity in solving the problems.

Please note that the case write-up is an INDIVIDUAL activity and the case write-up must be submitted **before** the start of the discussion of the case. For the final grade, I will be taking the **best six** cases (i.e. the cases with highest points) you submit. You can submit as many case write-ups as you want in case you feel that you can improve your grade. Should you be absent for the class and or miss any of the case studies, there will not be any opportunities to make up. Also, note that you are expected to have read the assigned case before it is discussed in the class, irrespective of whether you are preparing a case write-up for submission or not.

Class participation

Class participation measures your overall commitment toward this course by monitoring your active participation in class or case discussions. The quality of the contributions made during these periods affects the overall participation grade.

This component requires **both** attendance and class participation – especially in the case discussions. Students should e-mail if they would be missing sessions and later submit any documents supporting their justification. If the student called upon is not present, or is not sufficiently prepared to make a contribution to the class discussion, the student will lose points for class contribution. Attendance

is a logical prerequisite for class participation, but only attending all the classes without any participation will also not fetch you the entire points for this component.

Note for Case Discussion: All students are expected to come to class ready to discuss each case. At a minimum, you should be able to clearly state the problems, present alternatives and provide specific and logically consistent rationale for your recommended alternatives, backed by your analysis. You are strongly encouraged NOT to miss any case discussion sessions.

Many of the situations (especially in case discussions) are such that there can be no one right solution for the given problem. You are strongly encouraged to express your views accompanied with a rational explanation for your belief. And since these views reflect your knowledge, it is essential that you be adequately prepared to demonstrate your efforts. For case discussions, anything that demonstrates a lack of adequate preparation (e.g. factual misstatements, irrelevant comments, comments that come late in a discussion), distracts the class from the discussion, or indicate that the student has not been actively listening will be noted as “negative” course participation. But note that these factors should not prevent you from expressing your point of view in the class if you believe that you could be adding value to the discussions. Though voluntary participation is appreciated, students might be randomly picked during the discussions, to take the lead in various aspects of the discussion. Also, in situations where multiple students have opportunity to speak, I might give preference to students who have been less active in class participation until that date to ensure that everyone has an opportunity to present their views.

Class participation/Attendance

Class participation measures your overall commitment toward this course by monitoring your daily active participation in class or case discussions. The quality of the contributions made during these periods affects the overall participation grade.

This component requires *both* attendance and class participation. **There is a three percent deduction from the final scores for every missed session that is not approved (plus you will lose the point for the case write up submission for the missed case).** Students should e-mail if they will be missing sessions and provide an explanation. If the student called upon is not present, is late, or is not sufficiently prepared to make a contribution to the class discussion, he/she will lose points for class contribution. Attendance is a logical prerequisite for class participation, but only attending all the classes without any participation will also not fetch you the entire points for this component.

Quizzes

There will be two close book quizzes. Each component usually consists of a selection of multiple-choice and short answer questions. The exams will emphasize material covered in the class sessions and their applications, and students are recommended to use the textbooks and notes from class or case analyses during preparation.

Should you be absent for the class and miss any of these quizzes, that there will not be any opportunities for make-up unless with prior approval. Make-up tests for exams will be only permitted as required by the University Policy and if the grounds for the application are genuine and unavoidable. If you have information of conflict in dates well in advance, you must discuss with me and get the approval for make up **at least ONE week (7 calendar days)** prior to the scheduled exam date. Any request after this will be considered “emergency”. In case you are facing a last minute emergency that precludes you from taking the exam, proper university approved excuse documents (Doctor’s certification or University sponsored

event documents) must be provided. Also, you must notify me as soon as possible (within 24 hours) the reason your absence (or will be missing the exam completely) to schedule a possible make-up.

General Class Conduct

These are the expected conduct for maintaining the decorum of the class:

- Avoid walking in late or walking out early – if you need to do so, enter/exit do so with minimal disruption
- Use of laptops (or other gadgets) is fine for note taking, but not for activities such as texting, surfing, chatting which might distract not only you, but also your neighbors.

Special Needs

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Academic Honesty Policy

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. Students are expected to be familiar with this policy, which is available at

<http://www.uh.edu/academics/catalog/policies/academ-reg/academic-honesty/>

Instructor Feedback

Bauer College is committed to continuous improvement in the quality of teaching and learning. Please feel free to speak to me (or email me) at any time about any aspect of this course, including things that you think are going well, or things that need to be improved. During the semester, I will also give you several opportunities to submit written feedback to me anonymously. These will help me gauge how the course is progressing, how I can improve myself, and aid me to make it a worthwhile experience for you.

Suggested books:

Online Marketing is extremely dynamic and by the time there is any book written, it also nears obsolescence. We will mostly be relying only on articles from various academic publications (e.g. Harvard Business Review; Sloan Management Review etc.). We will use parts (one or few chapters) of the following books for some of the topics through the semester. You may purchase these books if the topics are of special interest to you personally or for your career.

- ***Networks, Crowds and Markets: Reasoning about a Highly Connected World*** by David Easley and Jon Kleinberg, Cambridge University Press (2010). Alternately, the pre-print version of this book can be accessed at <http://www.cs.cornell.edu/home/kleinber/networks-book>
- ***Groundswell: Winning in a World Transformed by Social Technologies*** - Charlene Li and Josh Bernoff, Harvard Business School Press, ISBN: 1422125009
- ***Free: The Future of a Radical Price*** - Chris Anderson, Hyperion Press, ISBN-13 978-1401322908
- ***The Long Tail*** - Chris Anderson, Hyperion Press, ISBN-13 :978-1401302375
- ***Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site (2nd Edition)*** - Mike Moran and Bill Hunt - 978-0136068686
- ***The Anatomy of Buzz Revisited: Real-life lessons in Word-of-Mouth Marketing-*** Emanuel Rosen: Crown Business:ISBN-13: 978-0385526326
- ***The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*** -- Jennifer Aaker, Andy Smith, Wiley publishers ISBN-13 978-0470614150
- ***Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business*** -Jeff Howe, Crown Business, ISBN-13: 978-0307396211
- ***The Wisdom of Crowds***-James Surowiecki, Anchor, ISBN-13: 978-0385721707
- ***Information Rules*** – Carl Shapiro and Hal Varian, Harvard Business Press, ISBN: 978-0875848631. This is an old book but a classic reading on economics of information.
- ***Social Media Marketing: An Hour a Day*** -Dave Evans, Sybex, ISBN-13: 978-1118194492
- ***Social Media Marketing: A Strategic Approach*** by Barker, Barker,Bormann, Neher, Cengage Publishing, ISBN-13: 978-0538480871
- ***The Tipping Point: How Little Things Can Make a Big Difference*** - Malcolm Gladwell, Back Bay Books, ISBN-13: 978-0316346627
- ***Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech)*** - Olivier Blanchard, Que, ISBN-13: 978-0789747419
- ***Social Media Marketing: An Hour a Day*** - Dave Evans, Sybex, ISBN-13: 978-0470344026
- ***Web Analytics: An Hour a Day*** -Avinash Kaushik, Sybex, ISBN-13: 978-0470130650
- ***Here Comes Everybody: The Power of Organizing Without Organizations*** -Clay Shirky, Penguin, ISBN-13: 978-0143114949
- ***Made to Stick: Why Some Ideas Survive and Others Die*** - Chip Heath and Dan Heath, Random House, ISBN-13: 978-1400064281

- *Socialnomics: How Social Media Transforms the Way We Live and Do Business* - Erik Qualman, Wiley, ISBN-13: 978-0470638842
- *Cognitive Surplus: Creativity and Generosity in a Connected Age* - Clay Shirky, Penguin Press HC, ISBN-13: 978-1594202537

Other Suggested Readings:

The best resource on Internet marketing is the Internet itself. As we go along I will post relevant sites, blogs and articles that could increase knowledge in the area we are discussing in the class. Following is a partial list of news media that you could follow to keep yourself updated on related topics: technology and marketing sections of the Wall Street Journal, NY Times business section, Business Week and Advertising Age or blogs such as www.mashable.com, www.readwriteweb.com, www.techcrunch.com.

Tentative Topics & Schedule

NOTE: Topics might be added, dropped or rearranged before the semester starts

Date	Session	Topics
8/28/13	1	Introduction to Internet Marketing
9/4/13	2	Online Marketing Landscape
		Strategic Issues in Internet Marketing
9/11/13	3	Platform Based Competition
		<i>Case 1: NYTimes</i>
9/18/13	4	Online Advertising
9/25/13	5	Integrating Online Marketing Communication - Owned, Paid and Earned Media
		<i>Case 2: Sephora</i>
10/2/13	6	Search Engine Technologies and Marketing 1
		Mid Term Review
10/9/13	7	<i>Quiz 1</i>
		Search Engine Technologies and Marketing 2
10/16/13	8	Marketing Research and Web Analytics
		<i>Case 3: MedNet</i>
10/23/13	9	Online Word of Mouth - User Generated Content
10/30/13	10	Social Networks and Online Communities
		<i>Case 4- BigSkinny</i>
11/6/13	11	Virality and Contagion
		<i>Case 5-Lipton Brisk</i>
11/13/13	12	Social Media Metrics
		<i>Case 6- Nike</i>
11/20/13	13	Mobile Marketing
		<i>Case 7-Bank of America</i>
12/4/13	14	Course Review
		<i>Quiz 2</i>

NOTES: The schedule dates for sessions are tentative and may be modified. Any changes will be announced in the class and updated on the Blackboard