Welcome to Digital Marketing Systems, Strategies & Analytics!

SPR 2016

Faculty
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Discussion Board
New post in discussion board on resources for analytics, testing and more! Click here...

Syllabus & Schedule
Marketing 579 - Printed Word Document Syllabus in Files - Click Here!

Sessions One & Two - March 31, 2016 - Click here for the deck for the fist class (both sessions) and Click here for the audio (Links to an external site.) (In Panopto Recordings)

• Course Framework & Overview of Digital Ecosystems & Basic Connectors
• Customer Unique ID & Cookies

Sessions Three & Four - April 7, 2016 - Click here for deck from second class (both sessions)

• Privacy, Data Types & Offline to Online Connectors
  o Readings: "Who’s Tracking you in Public" + "The Ying and Yang of Privacy" + Facebook’s Privacy Policy
  o Assignment Due: Privacy Questions
• Websites: The Center of the Digital Universe + Intro to KPI's/Website KPI's

Sessions Five & Six - April 14, 2016

• Testing, Databases & Gains Chart
  o Readings: "Taguchi Method"
  o Assignment: Provide a Google Account to Scott - needed to setup Google Analytics account
• Guest Speaker, Ryan Cassidy: Google, amazon: Testing in the real world & new Products

Sessions Seven & Eight - April 21, 2016 - Click here for deck from this class

• Ad Networks: Fundamentals & Strategies
• Ad Networks: Data, Targeting & Measurement
  o Readings: "Programmatic White Paper - Winterbrook Group"
  o Assignment: Complete Website Development Exercise > Provide Screenshot
Sessions Nine & Ten - April 28, 2016

- Mobile App Marketing: Guest Speaker Jonah-Kai Hancock, TUNE - Click here for the deck
- Mobile Advertising Strategy & Analytics - Click here for this deck
  o Assignment: Media Pro Forma move to due May 5th - Click here for Pro Forma XLS

Sessions Eleven & Twelve - May 5, 2016

- Search: Organic-The Power of Content and Authority - Click here for full class deck (both sessions)
- Search: Paid- Using Consumer Buying Signals
  o Readings: CASE: VinConnect "Paid Search Advertising" and the VinConnect XLS Data Set
  o Assignment: VinConnect Case Study Questions - for class discussion only

Sessions Thirteen & Fourteen - May 12, 2016

- Web Analytics: Fundamentals
  o Readings: “You Are What You Measure, So Choose Your KPIs (Incentives) Wisely!”
- Advanced Web Analytics Strategy - Click here for class presentation deck
  o Reading: “11 Digital Marketing Crimes Against Humanity”
  o Assignment: Review foster.uw.edu - questions for class discussion - questions on discussion board

Sessions Fifteen & Sixteen - May 19, 2016

- Social Strategy and Measurement: Advertising and Conversations - Click here for the lecture deck
- Email: Digital Key to Customer Growth and Retention - Click here for the materials
  o Readings: CASE: MAERSK LINE – B2B Social Media
  o Assignment: Mini-Team > Foster Web Analytics Dashboard

Sessions Seventeen & Eighteen - May 26, 2016

- Customer Journey Touch Strategy and Attribution. Click here for class presentation
- The P.O.E.M Strategic Model & Inbound Marketing: Building a Digital Marketing Program
  o Readings: “Competing on Customer Journey”
  o Readings: CASE: Online Marketing at Big Skinny

Sessions Nineteen & Twenty - June 2, 2016

- Review Question Set from Final Test
- CRM + What’s Next in Digital + Quarter Re-Cap - Click here for LARGE deck.
  o Assignment: Individual > Written Hard Copy > Final Question Set